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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(Oct 1)

ABC- 8-8:30pm EDT; RETURN - The Danny Thomas Show - FILM from WBKB(Chi), no. of stations indefinite. § Alternate Week Sponsors- 1) Armour & Co (Dial Soap and Shampoo, Chiffon Soap Flakes) thru Foote, Cone & Belding(Chi); Acct Superv- J. W. Cameron. 2) Kimberly-Clark Corp., Cellucotton Div (Kleenex, Delsey Tissues) thru Foote, Cone & Belding(Chi); Acct Superv- John J. Hussey. § Pkgr- Marterto Productions; Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Louis F. Edelman; Prod & Dir- Sheldon Leonard; Dir of Photog- Robert De Grasse; Music- Music Services, Inc; Writers- Various. § Family comedy series, starring Danny Thomas as Danny Williams, a night club entertainer. This season's series has Danny as a widower, with Sherry Jackson as his daughter Terry, Rusty Hamer as his son Rusty; also featured in various episodes are Ben Lessy, Mary Wickes, Amanda Randolph and Jess White. The program was seen in previous seasons, Tuesdays, 9-9:30pm NYT. (See page 82, ABC changes note).

CBS- 9-9:30pm EDT; RETURN - I Love Lucy - FILM from WCBS-TV(NY) & KNXT(LA), 136 net, 24 delayed(P&G); 135 net, 24 delayed(General Foods). § Alternate Week Sponsors- 1) General Foods Corp (Instant Swans Down Cake Mixes) thru Young & Rubicam, Inc(NY); Acct Superv- Frank Yahner; Acct Exec- Bill Whittemore. 2) Procter & Gamble Co (Lilt Home Permanent, Fluffo): Lilt thru Grey Advertising Agency(NY); Acct Exec- John Van Deusen. Fluffo thru Tatham-Laird, Inc(Chi); Acct Exec- George Norris. § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Prod- Desi Arnaz; Dir- James V. Kern; Dir of Photog- Robert De Grasse; Music Dir- Wilbur Hatch; Writers- Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Bob Weiskopf; Film Ed- Bud Molin. § The situation comedy series returns for its sixth year, starring Lucille Ball and Desi Arnaz, with William Frawley and Vivian Vance. Five-year-old Richard Keith will play the role of Ricky, son of Lucille and Ricky Ricardo, the Ball and Arnaz roles. The program succeeds its summer replacement, The Charlie Farrell Show (last show Sept 24) in this time spot.

CBS- 9:30-10pm EDT; SPECIAL - Campaign Address by President Eisenhower - LIVE fr from WLEX-TV(Lexington), no. of stations indefinite. § Sponsor & Pkgr- Republican National Committee. § President Dwight D. Eisenhower makes a major campaign address, speaking from the Coliseum of the University of Kentucky at Lexington. The program delays the fall return of December Bride until Oct 8.

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Tuesday(2)

CBS- 8:30-9pm EDT; DEBUT - The Brothers - FILM from WCBS-TV(NY) & KNXT(LA), 83 stations net, 26 delayed(Sheaffer), P & G stations indefinite. § Alternate Week Sponsors- 1) Procter & Gamble Co (Joy, White Lava) thru Leo Burnett Co., Inc(Chi); Acct Execs- Philip H. Schaff, Jr., and Wm. Eldridge(Joy), Alden Hoenel (Lava). 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi). § Pkgr- Dallad Productions, Inc.; Film Prod- Desilu Productions, Inc., Motion Picture Center, Hollywood, Calif.; Prod- Edward Feldman; Dir- Hy Averback; Dir of Photog- Robert De Grasse; Film Ed- Bud Isaacs; Writers- William Davenport and Jim Fritzell. § Situation comedy series, starring Gale Gordon as Harvey Box and Bob Sweeney as his brother Gilmore, owners of the Box Brothers photo studio in San Francisco; with Frank Orth as their father Capt. Sam, Ann Morriss as Harvey's fiancee Dr. Margaret Kleeb; also Oliver Blake, Mary Lansing, Rodney Bell, David Orrick and Robin Hughes in other featured roles. The program replaces Navy Log (last CBS show Sept 25; will debut on ABC, Oct 17).

CBS- 9-9:30pm EDT; DEBUT - The Herb Shriner Show - LIVE from WCBS-TV(NY), 128 stations live, 14 kine. § Sponsor- Pharmaceuticals, Inc (Geritol, Serutan, Sominex) thru Edward Kletter Associates, Inc(NY). § Pkgr- Astranaut, Inc(NY); Exec Prod- Dick Lewine; Prod- Alan Sherman; Asst Prod- Warren Bryan; Dir- Mel Ferber; Music Dir- Milton DeLugg; Choreog- Felicia Conde; Writers- Aaron Rubin, Carroll Moore, Norman Barasch, Ray Kammerman, Herb Shriner. § Comedy-variety show starring Herb Shriner in comedy monologues, playing his harmonica, in skits, showing home movies; with guest variety stars. The program replaces Joe and Mabel (last show Sept 25) for the sponsor.

CBS- 9:30-10pm EDT; RETURN - The Red Skelton Show - LIVE from KNXT(LA) (when on film, also from WCBS-TV(NY), 73 stations live, 31 kine(Pet); 70 stations live, 18 kine(Johnson). § Alternate Week Sponsors- 1) S.C. Johnson & Son, Inc (Beauti-Flor, all automotive waxes, Pride, Glo-Coat): Beauti-Flor & auto waxe thru Foote, Cone & Belding(Chi). Pride and Glo-Coat thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- James Isham. 2) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; TVAcct Rep- Roland Martini(NY). § Pkgr- CBS-TV(LA); Exec Prod- Nat Perrin; Prod- Cecil Barker; Dir- Seymour Berns; Asst Dir- Howard Quinn; Music Dir- David Rose; Choreog- Jack Boyle; Writers- Sherwood Schwartz, Jesse Goldstein, Dave O'Brien. § Red Skelton stars in this comedy-variety show, presenting his many characterizations in sketches and monologues, with weekly guest stars; backed by David Rose and the orchestra. The program succeeds its summer replacement, Spotlight Playhouse (last show Sept 18) for the sponsor.

NBC- 7:30-7:45pm EDT; DEBUT - The Jonathan Winters Show - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- R. A. Porter. 2) Vick Chemical Co (Vicks products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Herb Roberts. § Pkgr- Martin Goodman Productions (NY); Prod & Dir- Norman Frank(NBC); Asst Dir- Lamar Casselli; Music Dir- Eddie Safranski; Sets- Carden Bailey; Writers- Jack Douglas, Jim Lehner, George Atkins, Jonathan Winters. § Comedy-music show, starring Jonathan Winters in comedy sketches, monologues or blackouts, with one featured singing guest each week. The program replaces the Tuesday segment only of The Golden Touch of Frankie Carle (last Tue show Sept 25), with Carle continuing with his Monday program.

Wednesday(3)

ABC- 9-9:30pm EDT; RETURN - The Adventures of Ozzie and Harriet - FILM from WBKB (Chi) & KABC-TV(LA), approx 105 stations, net and delayed. § Sponsor- Eastman Kodak Co (Kodak Cameras, Photo Products) thru J. Walter Thompson Co(NY); Acct Exec- Thayer Jaccaci; Comm Anncr- Jay Jackson. § (Cont'd on next page)

Wednesday(3)

ABC- The Adventures of Ozzie and Harriet (Cont'd from previous page): Pkgr & Film Prod- Stage Five Productions, Inc., General Service Studios, Hollywood, Calif.; Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Music Dir- Basil Adlam; Art Dir- Frank Durlauf; Writers- Ozzie Nelson, Don Nelson, Jay Sommers, Perry Grant and Dick Bensfield; Dir of Photog- Neal Beckner; Film Ed- William Murphy. § Family situation comedy starring Ozzie and Harriet Nelson and their sons David and Ricky as themselves. The program was seen on Fridays last season and now returns for its fifth season with a new sponsor. The program replaces Screen Director's Playhouse (last show Sept 26) for the sponsor.

NBC- 12:45pm-to end; SPECIAL - World Series - LIVE from either WTMJ-TV(Milwaukee) or WRCA-TV(NY), approx 190 stations, including 17 Canadian. § Sponsor- Gillette Safety Razor Co., also spots for The Paper-Mate Co and The Toni Co, all divisions of The Gillette Co; Gillette Safety Razor thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.; Acct Exec for TV- Ed Wilhelm(NY); Comm Superv- Allen Z. Hodshire. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of the World Series, from the city of the National League Champion (either Milwaukee or Brooklyn, at press time), then switching to the home park of the New York Yankees, American League Champions after the second game, returning to the National League park for the 6th and 7th games if necessary for the best four-out-of-seven series. The game telecasts will pre-empt all net programming to the completion of each game.

NBC- 8-8:30pm EDT; DEBUT - The Adventures of Hiram Holliday - FILM from WRCA-TV (NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- General Foods Corp (Instant Sanka, Jell-O Puddings, Pie Fillings) thru Young & Rubicam, Inc (NY); Acct Execs- Don McNeill(Instant Sanka), Alan S. Perry(Jell-O, Pie Filling). Pkgr- Phil Rapp with NBC-TV; Film Prod- California National Productions, Inc(LA); Prod & Dir & Writer- Phil Rapp (direction after first 7 episodes- George Cahan); Dir of Photog- Lester Shorr. § Comedy-adventure series starring Wally Cox as Hiram Holliday, a mild-mannered newspaper proofreader who is skilled at many physical arts. The series follows him on an adventurous trip around the world, with Ainslie Pryor as a reporter accompanying Holliday and Thurston Hall as the newspaper publisher. The series is based on the character created by Paul Gallico. The program replaces Press Conference (last show Sept 26)..

Thursday(4)

ABC- 8-9pm EDT; DEBUT - Circus Time - LIVE from WABC-TV(NY), approx 60 stations live and kine. Sponsors- Participations: Hartz Mountain Products thru George H. Hartman Co(Chi); American Metal Specialties Corp (Toys) thru Lavenson Bureau of Advertising(Phila); Remco Industries thru Webb Associates. § Pkgr- Stone Associates(NY); Prod- Martin Stone; Dir- Jim Walsh; Music Dir- Ralph Herman. § Circus-variety show, with ventriloquist Paul Winchell and "Jerry Mahoney" as ringmasters, introducing circus and general variety acts. The program replaces The Hour Glass (last show Sept 27), feature film program.

ABC- 9-10pm EDT; DEBUT - Wire Service - FILM from WBKB(Chi) & KABC-TV(LA), approx 104 stations, net and delayed. § Sponsor (10-10:30pm portion)- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Superv- Thomas D. Luckenbill. § Pkgr- Sharpe and Lewis Productions; Film Prod- Desilu Productions, Inc., Motion Picture Center, Hollywood, Calif.; Co-Prods- Don W. Sharpe, Warren Lewis; Assoc Prod- Buck Houghton; Dirs- Alvin Ganzer, Tom Gries; Asst Dirs- Jack Aldworth, Vernon Keays; Writers- Various; Dirs of Photog- Joe Novack, Nick Musuraca. § Adventure series starring Dane Clark, George Brent and Mercedes McCambridge on a rotating basis, each week's episode concerning the adventures of one of the three on reporting assignments for "Trans-Globe" press service. The program replaces a net film series, 10-10:30pm, and local programs.

Thursday(4)

CBS- 9:30-11pm EDT; DEBUT - Playhouse 90 - LIVE or FILM(8 programs, one film every 4th Thu) from KNXT(LA),(film also from WCBS-TV(NY), no. of stations indefinite. Sponsors- Alternate Weeks, 9:30-10pm NYT: 1) Bristol-Myers Co (Ban, other B-M products) thru Batten, Barton, Durstine & Osborn, Inc(NY) (Producing agency for sponsor). 2) Singer Sewing Machine Co thru Young & Rubicam, Inc(NY); Acct Superv- Alexander Kroll. 10-10:30pm portion, Weekly: Ronson Corp (Electric Shaver) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Robert Russell. 10:30-11pm portion: Sustaining, open. § Pkgr- CBS-TV(LA); Prod- Martin Manulis; Alt Dirs- John Frankenheimer, Arthur Penn, Ralph Nelson, Vincent Donehue; Assoc Dir- Jack Orbison; Art Dir- Walter Scott Herndon; Script Ed- Peter Kortner; Writers- Various. § Weekly drama anthology series, with one filmed production every fourth Thursday during the season (produced by Screen Gems, Inc., for CBS-TV), all starring major talent in originals and adaptations of novels, short stories and plays by first rank writers. The program replaces Four Star Playhouse, 9:30-10pm (last show Sept 27), The Arthur Murray Party, 10-10:30pm (last show Sept 27), Quiz Kids, 10:30-11pm (last show Sept 27).

NBC- 9:30-10pm EDT; DEBUT - The Ford Show - LIVE from KRCA-TV(LA), 147 stations live, 30 kine. § Sponsor- Ford Motor Co (Ford Motor Div) thru J. Walter Thompson Co(Detroit); Acct Exec- W. Eldon Hazard. § Pkgr- J. Walter Thompson for Ford Motor Co; Exec Prod- Cal Kuhl; Prod & Dir- Alan "Bud" Yorkin; Music Dir- Walter Schumann; Writers- Mill Manechoff(head writer), Jimmy Allardice, Tommy Adair. § Tennessee Ernie Ford stars as host and informal singing entertainer on this variety show, with the "Voices of Walter Schumann" (12 men, 8 women) as regular choral group, and weekly guests. The program replaces Ford Theatre (last NBC show Sept 27) for the sponsor. Ford Theatre moved to ABC, debuting Oct 3, Wednesdays, 9:30-10pm EDT.

Friday(5)

CBS- 8-8:30pm EDT; DEBUT - West Point - FILM from WCBS-TV(NY) & KNXT(LA), 96 stations net, 9 delayed. § Sponsor- General Foods Corp (Maxwell House Coffee, Grap Nuts, Bran Flakes) thru Benton & Bowles, Inc(NY). § Pkgr & Film Prod- Ziv Television Programs, Inc., American National Studios, Hollywood, Calif.; Exec Prod- Maurice Unger; Prod- Leon Benson; Dirs- Leon Benson, Don Weis, James Sheldon; Editorial Advisers- Jerome Lawrence, Robert E. Lee; Tech Dir- Col. Russell P. "Red" Reeder. § Donald May as Cadet Charles C. Thompson is host and narrator for authentic stories about the U. S. Military Academy and its cadets. Professional actors play the actual dramatic roles, with real cadets cast as extras. The program replaces Hollywood Summer Theatre (last show Sept 28).

CBS- 8:30-9pm EDT; DEBUT - Dick Powell's Zane Grey Theatre - FILM from WCBS-TV (NY) & KNXT(LA), 79 stations net, 7 delayed. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, other GF products) thru Benton & Bowles, Inc (NY). § Pkgr & Film Prod- Four Star Films, Inc., RKO-Pathe Studios, Culver City, Calif.; Prod- Hal Hudson; Dirs- Various; Dir of Photog- Guy Roe; Film Ed- Bernard Burton. § Dick Powell is host for dramatizations of Zane Grey's famed Western stories, with top Hollywood talent in starring roles. Powell will also star in some of the films. The program replaces Our Miss Brooks (last show Sept 21; intervening week filled by a political broadcast) for the sponsor.

NBC- 8:30-9pm EDT; DEBUT - The Walter Winchell Show - LIVE from WRCA-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) The Toni Co (Toni Home Permanent) thru North Advertising, Inc(Chi). 2) P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY). § Pkgr- Broadway Stars, Inc (c/o William Morris Agency, NY); Prod & Dir- Alan Handley; Writers- Milt Rosen, Harvey Bullock, Ray Allen. § Columnist Walter Winchell is host of his own variety program, presenting top talent and famous personalities. The program replaces The Life of Riley, which moves to 8-8:30pm, replacing Truth or Consequences (last show Sept 28) in the 8-8:30pm spot.

Friday(5)

NBC- 9-10pm EDT, 10 Fridays, 6-8 Sundays; RETURN - The Chevy Show - LIVE (COLOR) from KRCA-TV(LA), no. of stations indefinite. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co., Inc(Detroit); Acct Exec- Colin Campbell. § Pkgr(for Dinah Shore shows)- NBC-TV(LA); Prod & Dir- Bob Banner; Asst Dir- Barbara Fishel; Music Dir- Harry Zimmerman; Writers- Bob Wells, Johnny Bradford; Special Lyrics- Bob Wells; Music Adviser- Ticker Freeman. Pkgr & Prod for Bob Hope Shows- Bob Hope Enterprises with NBC-TV(LA); Prod- Jack Hope (premiere show on Oct 21 for Hope). § Musical-variety series returns at different days and times for its second season, with 10 programs to be presented approximately every 4th Friday, 9-10pm, and 10 programs approximately every 4th Sunday, 9-10pm, starting Oct 21. Dinah Shore will star in 10, with guest stars, while Bob Hope will star in 6 to 8 shows. Dinah Shore stars on the show this date.

Saturday(6)

ABC- 11am-12:30pm; SPECIAL - Red Goose Kid Spectacular - LIVE from WABC-TV(NY), no. of stations indefinite. § Sponsor- International Shoe Co., Friedman-Shelby Div (Red Goose Shoes) thru D'Arcy Advertising Co(St. Louis). § Pkgr- Juniorama Productions(NY); Prod- Lee Cooley; Dir- Matt Harlib; Music Dir- Nick Perito; Choreog- Lee Morrison. § The second in a series of three special shows (the first was Aug 25, the third will be Dec 8, each production independent of the other). This program is a fantasy revolving around Alene Dalton, the Story Princess, with a Royal Throne Room motif, and a company of dancers, singers and variety entertainers.

CBS- 2-5:30pm EDT; DEBUT - Football Roundup (with CBS Saturday News inserts) - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports for football, CBS News for inserts; Prods- Hugh Beach(sports), Vern Diamond(news); Dirs- Byron Paul(sports), Vern Diamond(news). § Studio sports show, with Jack Drees as "anchor man" coordinating reports from a 45-man staff around the country, plus six experts in the studio, including Chris Schenkel, Johnny Lujack, Kyle Rote, Jim McKay, and Herman Hickman. The CBS Saturday News will be five minute news capsules by Ron Cochran, presented at 2:30pm, 3:30pm, 4:30pm. The programs replace Baseball Game of the Week (last show Sept 29).

CBS- 9:30-11pm, every 4th Sat; RETURN - Ford Star Jubilee - LIVE (COLOR) from KNXT(LA), no. of stations indefinite. § Sponsor- Ford Div, Ford Motor Co thru J. Walter Tompson Co(Detroit). § Pkgr- CBS-TV(LA); Exec Prod- Jack Rayel; Prod & Stager & Choreog(for premiere)- Robert Alton; Asst Prods- Bea Allen, Joan Bailey; Dir- Seymour Berns(premiere); Music Dir- David Rose; Art Dir- Robert Tyler Lee; Assoc Prod- Robert Adams; Costumes- George Whittaker; Writers(premiere)- Herbert Baker; operetta parody, by Peter Lind Hayes. § Musical pageant, "You're the Top," a revue of more than two dozen of Cole Porter's song hits, with many top stars. (See page D for cast credits).

NBC- 10-10:30pm EDT; RETURN - George Gobel Show - LIVE from KRCA-TV(LA), 153 stations live, 26 kine. § Alternate Week Sponsor- 1) Pet Milk Co thru Gardner Advertising Co(St. Louis). 2) Armour & Co (Dial Soap, Shampoo) thru Foote, Cone & Belding(Chi). § Pkgr- Gomalco Enterprises(LA); Prod- Al Lewis; Dir- Richard McDonough; Music Dir- John Scott Trotter; Writers- Al Lewis, Harry Winkler, Howard Leeds, Everett Greenbaum. § George Gobel stars in comedy sketches, with a guest star and a guest singer each week in sketches and songs. The program succeeds its summer replacement, Encore Theatre (last show Sept 22).

Sunday(7)

ABC- 9-10:30pm; NET DEBUT - Omnibus - LIVE from WABC-TV(NY), 78 stations live and delayed. § Sponsors- Union Carbide and Carbon Corp thru J. M. Mathes, Inc (NY), Aluminium Limited, Inc thru J. Walter Thompson Co(NY). § Pkgr- TV-Radio Workshop, Ford Foundation(NY); Exec Prod- Robert Saudek; (Cont'd on next page)

Sunday(7)

ABC- Omnibus (Cont'd from previous page): Assoc Prod- Paul Feigay; Dirs- Various. § Alistair Cooke is host to a varied collection of dramatizations, documentaries, music excursions and unusual presentations. The program debuted over CBS on Nov 9, 1952 and left the net after its April 1, 1956 show. In its new ABC time it replaces Ted Mack and His Original Amateur Hour, which moves to 7:30-8:30pm EDT, Sunday, effective this date. The Amateur Hour in turn replaces Famous Film Festival, which moves to Saturdays, 7:30-9pm EDT, effective Oct 6, in turn replacing Ozark Jubilee, which moves to Thursdays, 10-11pm, on Oct 4.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- See Ford Star Jubilee listing, page 95, see page D for cast credits.

NBC- See The Chevy Show listing, page 95, see page D for cast credits.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Mickey Mouse Club (Mon thru Fri, 5-6pm EDT) New series begins Oct 1; program has been in re-runs during the summer. (See Television Index card).

Ford Theatre; NET DEBUT Oct 3; Wed, 9:30-10pm EDT; new series of films begins with debut date. Program moves from NBC, last NBC show Sept 27 (See The Ford Show, page 94). (See Television Index card; program, sponsor credits the same).

It's Polka Time (Sun, 8:30-9pm EDT) New day and time, effective Oct 7; program was previously seen Fridays, 10-10:30pm EDT, last Friday show was Sept 27. Pabst Brewing Co ended its partial net sponsorship with the last Friday show.

CBS- Our Miss Brooks (Mon thru Fri, 2-2:30pm EDT) New schedule, effective Oct 1, with segment sponsors. All films are re-runs of previous net series which had been seen Fridays, 8:30-9pm NYT, since Oct 3, 1952; last Friday show Sept 21.

The Adventures of Robin Hood (Mon, 7:30-8pm EDT) New series begins Oct 1; program has been in re-runs during the summer. (See Television Index card).

The 20th Century-Fox Hour (Alt Wed, 10-11pm EDT) New series begins Oct 3; program has been in re-runs during the summer. (See Television Index card). Prod change: Exec Prod- Irving Asher; Prods- Peter Packer, others.

The Bob Cummings Show (Thu, 8-8:30pm EDT) New series begins Oct 4; program has been in re-runs during the summer. (See Television Index card). Production changes: Dir- Norman Tokar; Writers- Paul Henning, Shirley Gordon, Phil Shuken.

Crossroads (Fri, 8:30-9pm EDT) New series begins Oct 5; program has been in re-runs during the summer. (See Television Index card).

Crusader (Fri, 9-9:30pm EDT) New series begins Oct 5; program has been in re-runs during the summer. (See Television Index card).

NBC- Armstrong Circle Theatre (Alt Tue, 9:30-10:30pm EDT) New series begins Oct 2; program has been seen in kine re-runs of live programs during the summer. (See Television Index card). Production changes: Prod- Robert Costello; Assoc Prod & Script Ed- Jacqueline Babbin.

Tonight (Mon & Tue, 11:30pm-1am EDT) Ernie Kovacs becomes permanent m.c. of the Mon & Tue programs, effective Oct 1. Mon & Tue night programs are packaged by NBC-TV(NY). (See Television Index card). Production staff changes: Prod- Roger Gimbel; Dir- Barry Shear; Music Dir- Leroy Holmes; Writers- Ernie Kovacs, Mike Marmer, Rex Lardner; Talent Coord- Andy McKay; Prog Anncr- Bill Wendell. Singers in support of Kovacs will be Maureen Arthur and Pete Hanley.

Youth Wants to Know or American Forum (Sun, 2:30-3pm NYT) Either program will be seen in this time spot, effective Sept 30; as announced in NBC schedules.

TALENT SHOWSHEET SEPTEMBER 28 - OCTOBER 7

Most of the shows on September 28, 29, 30 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 5. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY SEPTEMBER 28

Lilli Palmer Theatre	WABD 9pm	The Game and the Onlooker; with Wendy Hiller, John Robinson, Joyce Barbour

SATURDAY SEPTEMBER 29

PERRY COMO SHOW	NBC 8pm	Add: Jan Peerce (S), Dave Barry (C)
Gunsmoke	CBS 10pm	with regulars & Barney Phillips, Jacques Aubuchon, John Dierkes, Michael Hinn

SUNDAY SEPTEMBER 30

LAMP UNTO MY FEET	CBS 10am	The Green Shoot - (O) Steven Gethers; with Joey Saye, Martin Brooks, James Bonnet, Stefan Schnabel, Bruce Hall
LOOK UP AND LIVE	CBS 10:30am	Parable for Lovers - (O) Carl Beier (based on writings of St. Bernard of Clairvaux, Pope Pius XI; and Genesis, Song of Songs, St. Paul); with Toni Cooke, Robert Cohan, Anita Dencks, Bertram Ross, Nancy Spanier (all dancers) & Tom Clancy, Janine Claire (narrators)
CAMERA THREE (James Macandrew)	CBS 11:30am	Citadel of Scorn (O) John McGiffert (based on writings of Jonathan Swift); with Edward Asner, Pernell Roberts, John Scanlan, Jenny Egan, Rita Lloyd; (SD)
Private Secretary	CBS 7:30pm	The Reunion; with regulars & Virginia O'Brien, June Vincent, Gloria McGhee, Robert Rockwell; (SD)

MONDAY OCTOBER 1

Adventures of Robin Hood	CBS 7:30pm	A Village Wooing; with regulars & Betty Impey, Donald Pleasance; RETURN
Danny Thomas Show	ABC 8pm	The Boarding School -- (O) Bill Manhoff; with Thomas, Sherry Jackson, Rusty Hamer (all regs) & Ben Lessy, Mary Wickes, Amanda Randolph, Jess White; (SD); RETURN
Adventures of Sir Lancelot	NBC 8pm	The Ferocious Fathers; with regulars & George Woodbridge, Ballard Berkeley, Norah Gorsen, David Morrell, Pauline Olsen, Berry Nesbitt; (SD)
Stage 7	WPIX 8pm	In a Small Motel - (O) Frederic Brady; with Marilyn Erskine, Jerry Paris, Adam Kennedy; Dir - Frank Baur;(also seen Thu, WABD, 8pm)
VOICE OF FIRESTONE	ABC 8:30pm	Rise Stevens
TALENT SCOUTS	CBS 8:30pm	No info available at press time
I Love Lucy	CBS 9pm	with Lucille Ball, Desi Arnaz, William Frawley, Vivian Vance, Richard Keith (all regs); & Bob Hope; (SW&SD); RETURN
ROBERT MONTGOMERY PRESENTS	NBC 9:3ppm	Last Trip of the Hindenburg - (O) Burton & James Benjamin; with Gale Page, Ford Rainey, Ulla Kazanova, Raymond Duke, Dennis Kohler, Nancy Devlin, Lawrence Weber, Edwin Cooper, Dorrit Kelton, Louis Sorin, Lisa Osten, Earl Hammond, Tom Taylor, Michael Allen, Tom Middleton, Mason Adams, Peter Von Zerneck, Karl Swenson, Peter Turgeon, Freeman Hammond, J. Talbot Holland, Anita Corsaut, John Stratton, Allan Lindstrom, Yolande Betbeze; Dir - Perry Lafferty

TALENT SHOWSHEET(more)

MONDAY OCTOBER 1 (Cont'd)

STUDIO ONE	CBS 10pm	A Man's World - (O) Douglas Fairbairn; (A) Howard Rodman; with Joanne Woodward, Dick York, Rocky Graziano, Lili Darvas, Joseph Sweeney, Gerald Price, Sidney Kay, Farrell Pelly; (SD) by Karl Genus
Douglas Fairbanks	WRCA 10:30pm	The Man Who Wouldn't Escape; with Fairbanks, Karel Stepanek, Christopher Lee, Frederick Schiller, Vera Fuseck

TUESDAY OCTOBER 2

Conflict	ABC 7:30pm	Condemned to Glory - (O) Wells Root; with Geoffrey Toone, Jorja Curtright, Michael Pate, Carl Milletaire; Dir - Roger Kay
JONATHAN WINTERS SHOW	NBC 7:30pm	The Platters (S); PREMIERE
Phil Silvers Show	CBS 8pm	Bilko Goes to College; with regulars & Robert Strauss, Sandu Scott, Tommy Nello, Graham Velsey, Harry Holcomb, MacLean Savage, Richard Abbott, George Roberts, George McIver, Joey Walsh, Bern Hoffman; (SW&SD)
Life & Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Wyatt's Love Affair; with regulars & Nancy Hale, Gordon Richards; (SW&SD)
The Brothers	CBS 8:30pm	with Gale Gordon, Bob Sweeney (regs) & Frank Orth, Nancy Hadley, Oliver Blake, Ann Morriss, David Orrick, Mary Lansing, Rodney Bell; (SW) William Davenport; (SD) Hy Averback; PREMIERE
Noah's Ark	NBC 8:30pm	The Petition; with regulars & Jim Horan, Alan Reynolds, Minta Durfee, Robert Brubaker, Louise Lewis; (SD)
Broken Arrow	ABC 9pm	Battle at Apache Pass - (O) Clark E. Reynolds; with regulars & Robert Warwick, Donald Randolph
HERB SHRINER SHOW	CBS 9pm	Jackie Gleason, Red Skelton (guests); (SD); PREMIERE
Jane Wyman Show	NBC 9pm	Assignment Champ; with Donald Curtis, Leo Gordon
RED SKELTON SHOW	CBS 9:30pm	Rocky Marciano; (SW&SD); RETURN
DuPont Cavalcade Theatre	ABC 9:30pm	The Boy Nobody Wanted - (O) Laszlo Gorog; with Johnny Crawford, Ron Hagerthy, Virginia Gregg, Roy Barcroft, Jean Innes
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	The Bystander - (O) Art Wallace; with William Prince, Peggy McKay, Gerald Sarracini, Bert Freed, Carol Gustafson, Ian Tucker, Eda Heineman, George Ebeling, Gene Miller, Henry Beckman, David Clark; RETURN

WEDNESDAY OCTOBER 3

Death Valley Days (Stanley Andrews)	WRCA 7pm	Riggs and Riggs; with Jack Daly, Ella Ethrigge, Dick Elliott, Helen Heigh, John Martin, Eugene Roth, Patti Gallagher, Wanda Barbour
ARTHUR GODFREY SHOW	CBS 8pm	information not available at press time
Adventures of Hiram Holliday	NBC 8pm	(O) Paul Gallico; (A) Phil Rapp; with Wally Cox (reg) & Ainslie Pryor, Thurston Hall, Lita Milan, Maurice Marsac, Wilton Graf Philip Tonge; (SD); PREMIERE
Father Knows Best (Robert Young)	NBC 8:30pm	Man About Town - (O) Dorothy Cooper; with regulars & Kathleen Case, Paul Wallace; (SD)
Ozzie and Harriet	ABC 9pm	regs & Diane Jergens, Dwayne Hickman, Ricki Pond; (SD); PREMIERE
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Charles Hartford Simpson; with James Gleason, John Qualen, Taylor Holmes, Burt Mustin, Tommy Jackson, Russell Simpson, Barbara Morrison, Robert Osterloh, Jack Gargan; (SD)
KRAFT TV THEATRE	NBC 9pm	The Life of Mickey Mantle - (O) Nicholas E. Baehr; with James Olson, Harry Townes, Kevin Coughlin, Loretta Leversee, Dan Morgan, Richard Casey, Wallace Rooney, Mel Allen, Jack Arthur; Dir- Harry Hermann
Ford Theatre	ABC 9:30pm	Catch at Strawa - (O) Fred Freiberger; with Ray Milland, Kerwin Mathews, Virginia Gibson, Michael Fox, Eddie Foy III; Dir - Ray Milland; DEBUT

WEDNESDAY OCTOBER 3(Cont'd)

20th Century-Fox Hour	CBS 10pm	Child of the Regiment - (O) Vern Sneider; (A) DeWitt Bodeen & James Edmiston; with Teresa Wright, Robert Preston, Everett Sloane, Grandon Rhodes, Katharine Warren, Louise Arthur, Paul Birch, Grace Lem, Reba Waters, Gary Hunley, John Close; Dir - Lewis Allen

THURSDAY OCTOBER 4

Guy Lombardo	WRCA 7pm	Skitch Henderson
Sgt. Preston of the Yukon (Richard Simmons)	CBS 7:30pm	with regulars & John Lehman, Fred Davens
CIRCUS TIME	ABC 8pm	Paul Winchell & Jerry Mahoney (regs), & Alberto Zappe (equestrian act), Cucciola (C), Takeo Usui (high-wire act); (SD) Jim Walsh; PREMIERE
Bob Cummings Show	CBS 8pm	Grandpa Meets Zsa Zsa; with Cummings, Rosemary DeCamp, Ann B. Davis, Dwayne Hickman (all regs) & Lurene Tuttle, Zsa Zsa Gabor; (SD); RETURN
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Island in the Sky - (O) Adrian Spies; with Ricardo Montalban, Sal Mineo, James Gregory, Doris Dowling, Eduardo Ciannelli; Dir - Buzz Kulik
Wire Service	ABC 9pm	Blood Rock Mine - (O) Al C. Ward; with Dane Clark, William Challee, Jon Shepodd, Arthur Hunnicut, Harry Townes, Maxine Cooper; Dir - Alvin Ganzer; PREMIERE
The People's Choice	NBC 9pm	with Cooper, Pat Breslin, Margaret Irving, Paul Maxey (all regs) & Frank Wilcox; (SW) Alan Lipscott, Bob Fisher; (SD); RETURN
PLAYHOUSE 90	CBS 9:30pm	Forbidden Area - (O) Pat Frank (novel same name); (A) Rod Serling; with Charlton Heston, Tab Hunter, Diana Lynn, Vincent Price, Victor Jory, Charles Bickford, Jackie Coogan, David Lewis, Tyler McVey, David Orrick, Eddie Ryder, John Gallaudet, Robin Morse, Harald Dyrenforth, Don Lutz, Marland Messner, Howard Price, Richard Gaines, Art Batanides, William Schallert, Joe Fluellen, Joe Scott, Thomas Palmer, Max Palmer, Lamont Johnson, Gil Fryo, Casey Allen, Robert Middleton(narr.); Dir - John Frankenheimer; PREMIERE
THE FORD SHOW	NBC 9:30pm	Greer Garson, Reginald Gardiner; (SW); (SD)Alan Yorkin;PREMIERE
OZARK JUBILEE (Red Foley)	ABC 10pm	Tex Ritter(S), Brenda Lee(S), Flash & Whistler(S), Wanda Jackson & Marvin Rainwater(S), "Aunt Sap" Brasfield(C), Pete Stamper(C), Bill Wimberly's Country Rhythm Boys(S), Promenaders(D); (SD)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Now Voyager - (O) Olive Higgins Prouty (screenplay by Casey Robinson); (A) Stanley Silverman; with Herbert Marshall, Laraine Day, Richard Carlson; Dir - James Yarbrough

FRIDAY OCTOBER 5

Rin-Tin-Tin	ABC 7:30pm	The Silent Battle - (O) Lee Erwin; with regulars & William Forrest, Steven Ritch, George Keymas, Louis Lettieri, Tom McKee; Dir - Robert G. Walker
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Trapline - (O) Monte Barrett; (A) Nat Tanchuck; with Ross Elliot, Lisa Gaye, Booth Colman, Anthony Caruso
West Point (Donald May)	CBS 8pm	The Mystery of Cadet Layton; with Martin Milner, Carolyn Craig, Don Eitner, Tom Pitman, Michael Milner, Richard Tyler, Frank Fenton, Ray Montgomery, George Leigh, Butler Hixon; (SD) Leon Benson; PREMIERE
Life of Riley	NBC 8pm	with regulars & Frank Nelson, Florence Shaen; (SD)
Crossroads	ABC 8:30pm	The Comeback - (O) George Bruce; with Don DeFore, Chuck Connors, Grant Withers, Peter Votrian, Judith Ames, Murray Alper, Gil Frye, Reed Howes; (SD); RETURN

FRIDAY OCTOBER 5 (Cont'd)

Dick Powell's Zane Grey Theatre	CBS 8:30pm	You Only Run Once - (O) John McGreevey; with Robert Ryan, Cloris Leachman, John Hoyt; PREMIERE
WALTER WINCHELL SHOW	NBC 8:30pm	Red Buttons, Sammy Davis Jr, Martha Raye, Lola Fisher, Mike Gazzo; PREMIERE
Crusader (Brian Keith)	CBS 9pm	The Syndicate - (O) Joel Murcott; with Robert Osterlih, Walter Maslow, Joyce Jameson, Jack Albertson, Jeanne Tatum, Alice Reinheart, Arthur Space; Dir - Allen Miner; RETURN
CHEVY SHOW	NBC 9pm	Dinah Shore & Frank Sinatra, Dizzy Dean; PREMIERE
Lilli Palmer Theatre	WABD 9pm	The Weakness of Frau Borkhardt; with Mary Clare, Brenda Hogan, William Franklyn
The Vise (Donald Gray)	ABC 9:30pm	If this Be Murder; with regs & Patrick Holt, Basil Dignam, Michael Brill, Eric Pohlmann
Schlitz Playhouse	CBS 9:30pm	The House That Jackson Built - (O) Harriet Frank,Jr; (A) Muriel Roy Bolton; with Diana Lynn, Arthur Franz, Jean Carson, George Neise, Marion Ross, Tod Ferrell, Ray Ferrell
The Lineup (Tom Tully	CBS 10pm	The Fisherman's Wharf - (O) Lawrence Resner; with regulars; (Other cast not available at press time); Dir - Harold Schuster

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY SEPTEMBER 28 - FRIDAY OCTOBER 5

GARRY MORRE SHOW	CBS 10am	10/3 - Dick Van Dyke(C); 10/5 - "Amazing" Mr. Ballantine(C-magic)
NBC BANDSTAND	NBC 10:30am	Sammy Kaye & Orch., Hal McIntyre & Orch., Dick Haymes(S)
NBC MATINEE THEATRE	NBC 3pm	10/1 - Pride and Prejudice - (O) Jane Austen; (A) Helen Hanff; 10/2 - Pearls of Sheba - (O) Vivian Connell; (A) Henry Misrock; 10/3 - Daughter of the Seventh - kine repeat of 5/3/56; 10/4 - Heart of a Husband - kine repeat of 4/3/56; 10/5 - The Spare Room - kine repeat of 5/21/56
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The Transfusion - (O) Michelle Cousin; with Mary Fickett, Frank Schofield, Ross Martin, Joey Faye
TONIGHT	NBC 11:30pm	10/1-10/2: Emcee: Ernie Kovacs(permanent Mon-Tue this date on); with Maureen Arthur(S), Peter Hanley(S),(both regs Mon-Tue); Guests: 10/1 - Art Lund(S); 10/3 - (discussion of "confidential" magazines; no talent); 10/4 - Billy Rose; 10/5 - Billy Gilbert (C), Josh White(S)

SATURDAY OCTOBER 6

The Buccaneers	CBS 7:30pm	Dan Tempest; with regulars & Peter Hammond, Hugh David, Andrew Crawford, George Margo, Judith Wyler, Brian Worth, Edwin Ritchfield, Paul Hansard, Peter Bennett
PERRY COMO SHOW	CBS 8pm	Jeanne Crain, Paul Douglas
Oh, Susanna	CBS 9pm	S.S. Ocean Queen; with regulars & Jimmy Fairfax; (SW&SD)
FORD STAR JUBILEE	CBS 9:30pm	You're the Top(Cole Porter Musical Revue); with Bing Crosby (film), Louis Armstrong(M-S), Dorothy Dandridge(S), Sally Forrest(D), Dolores Gray(S), Peter Lind Hayes & Mary Healy(S-C) Shirley Jones(S), Gordon MacRae(S), George Sanders(S), Cole Porter; Dir - Seymour Berns
GEORGE GOBEL SHOW	NBC 10pm	Carole Bennett(S), Fred MacMurray; RETURN

SUNDAY OCTOBER 7

Wild Bill Hickok	CBS 12:30pm	Boy and the Bandit; with Henry Blair, John Merton, Bruce Edwards, Buddy Roosevelt, Ed Cobb, Mike Vallon
Telephone Time	CBS 6pm	Vicksburg - 5:35P.M.; with Gene Lockhart

You Are There	CBS 6:30pm	Mr. Christian Seizes the 'Bounty'- (O) Jack Bennett; with Jacques Aubuchon, Russell Johnson, Paul Collins, Noel Drayton, John Alderson, John Colicos, James Logan, Lester Matthews, Ben Wright, Don Spark; Dir - William Russell
Jack Benny	CBS 7:30pm	George Burns, Spike Jones(M)
ED SULLIVAN SHOW	CBS 8pm	Royal Danish Ballet, Kate Smith(S), Eartha Kitt(S), Richardi & his company(magic), Joe E. Lewis(C), Ricky Layne & Velvel (ventril)
STEVE ALLEN SHOW	NBC 8pm	Bud Abbott, Lou Costello, Mickey Mantle, Jaye P. Morgan(S), Lionel Hampton & his jazz group
General Electric Theatre	CBS 9pm	The Pot of Gold - (O) John Cheever; with Hume Cronyn, Jessica Tandy; (other info not available at press time)
GOODYEAR PLAYHOUSE	NBC 9pm	Missouri Legend - (O) Elizabeth B. Ginty; (A) Ernest Kinoy, with Robert Preston, Robert Emhardt, Barbara Baxley, Louise Platt, Jimmy Gavin, Thomas Carlin, Crahan Denton, John Shellie, George Mitchell, Ford Rainey; (SD)
Alfred Hitchcock	CBS 9:30pm	Fog Closing In - (O) Ellery Queen; (A) Martin Brooke; with Phyllis Thaxter, Paul Langton, George Grizzard, Carol Veazie,
Loretta Young Show	NBC 10pm	The Years Between - (O) Pauline Stone; with John Newland, Ross Elliott, Ann Doran, Addison Richards, Judith Ames.

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VOLUME 8 NUMBER 40 A

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Ed Sullivan must be ready to pop his top again. His Monday newspaper column, continuing a small, but energetic feud with CBS publicity, blamed that net unit for using Cole Porter's byline over a statement: "If the suggestion of a Cole Porter musical revue on TV had been advanced four seasons ago, I doubt that it would have stirred my enthusiasm a whit." The Sullivan column then reminded all concerned that in February, 1952, four years ago, "Porter accepted $10,000 to appear in just such a musical revue of his own career." Sullivan's then-named Toast of the Town presented The Cole Porter Story, in two one-hour sections, on February 24 and March 2, with many topline Broadway performers. Sullivan ended his little paragraph reminder with another dig at CBS publicity for forgetting his program. Yesterday (2), datelined Hollywood, United Press distributed an Aline Mosby interview with Cole Porter, which stated that "Porter will appear briefly at the end of the show, his TV debut." This was followed by Porter's own statement, "I'm terrified of appearing in public." There are several oddities in this situation. The most obvious is that both Porter shows will have been performed under the auspices of the Ford Motor Company, although for different divisions. Another is that the two hours produced by Sullivan probably did not cost over $150,000, but many of the same songs performed by stars of similar stature will now cost over $300,000 for an hour-and-a-half. Ford Star Jubilee's production will be a full-scale spectacular, which in Hollywood parlance has come to mean full utilization of four and a half acres of stage and all the paraphernalia and people to fill it comfortably -- and expensively. Mr. Sullivan's prideful memory has been caught in a squeeze between two sections of a network, east and west, and the twain, even in publicity matters, may never meet. That latter may be the reason that Cole Porter has forgotten his earlier appearance on TV -- the publicity is much better for TV debuts this year; there are so few left to be made.

CBS will have a "Reception and Announcement Dinner" in Washington next Thursday (11) to give a report to more than 100 museum directors on plans for Odyssey, the new CBS Sunday afternoon series, debuting in January. Charles Romine will produce the program, with the same staff he headed on Adventure.....Another ambitious CBS series, this scheduled for the fall of 1957, is Seven Lively Arts, to be a once-weekly, 60-minute show, to be prepared and produced by Robert Herridge. The program's purpose is to educate and inform, but in an entertaining, stimulating manner. Herridge will leave his Studio One alternate producer's post after Oct 29, and will be replaced by Gordon Duff, who will have his first Studio One production on the air, Dec 24.

(MORE)

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Ford Star Jubilee's second CBS presentation of the season will be a two-hour telecast in color of the "Wizard of Oz," Saturday, Nov 3, 9-11pm EST. The M-G-M film, made in 1939, starred Judy Garland, Ray Bolger, Bert Lahr, the late Frank Morgan, and many others.....Mel Allen and Vince Scully will be the play-by-play announcers for NBC's telecasts of the World Series.....Playhouse 90, debuting Thursday, will get extra mileage out of the stars of each of its shows. The program's system of star-hosts calls for the star of the upcoming program to be host on the current one -- an adaptation of a current custom which introduces the star of next week's show at the tail end of this week's.....Starting Oct 29, when all time zones of the country will be back on Standard Time, Tonight will cut back to one hour on the air, although the production will still run one and a half hours each night in its New York theatre. To present the show for a full hour in each time zone;;11:30pm-12:30am EST, 11pm-12midnight CST, 11:30pm-12:30am PST; the program will present an added half-hour for midwestern audiences after it goes off eastern stations. The west coast will get the full kine of the EST show. Ernie Kovacs m.c.'s the Monday and Tuesday portions, Steve Allen is still with the Wednesday thru Friday shows. The new split net time plan will make it easier to sell regional advertisers and will also eliminate the uneconomical last half-hour, 12:30-1pm NYT, which has been difficult to sell to network advertisers. The change in time will also make a difference in the variety presentations, since most of the name guests and acts have appeared in that last half-hour, now lopped off.

The Fund for the Republic's second annual Robert E. Sherwood Awards for TV programs dealing with freedom and justice on commercial stations will cover the period, Oct 1, 1956 thru May 31, 1957. The public makes nominations directly to the Fund and a jury picks the winners.....NBC's Zoo Parade staff will leave in November for its second overseas expedition to shoot color films for future programs, this time to the upper Amazon River territory of Colombia, South America. Last year's trip to Africa provided material for 12 color film shows. The South American unit, in addition to the production group from the show, will include explorer Ross Allen, wild-life photographer Warren Garst and writer Dick Greyke.....Official Films has tied its line firmly to its English production connection, Hannah Weinstein's Sapphire Films, Ltd., planning production of two new series a year , depending on capacity of technical facilities at Official's Nettlefold Studios, outside London. Official and Sapphire have four properties under current consideration, two of which will be chosen for sale next spring, with fall, 1957, air dates. The four are: "The Highwayman," an adventure series during the time of the "Bow Street Regulars," predecessors of London's "bobbies"; "Sword for Hire," a swashbuckling series; "Marco Polo," and "Three Just Men," the latter from Edgar Wallace's novel. Sapphire is currently producing three network series for Official: The Adventures of Robin Hood, The Adventures of Sir Lancelot and The Buccaneers.....Richard Webb has formed his own company, Webb Productions, in partnership with Screen Gems, Inc., and will produce, write and star in the pilot of a planned series, Major Webb, Troubleshooter.....Sam White, producer of My Friend Flicka for TCF TV Productions, is leaving the company to resume filming of his own property, Rawhide Riley, starring Richard Arlen, on which five episodes have been completed.

AGENCIES AND ACCOUNTS: Cunningham & Walsh, Inc(NY), named to handle all advertising for The Texas Company, effective Jan 1, except for industrial advertising, which goes to G. M. Basford Co.....Kenyon & Eckhardt, Inc(NY) and the Lambert-Hudnut division of Warner-Lambert Pharmaceutical Co., will end their advertising relationship on Dec. 31.....E. I. Du Pont de Nemours & Co has named N. W. Ayer & Son, Inc(Phila) to handle a varied group of products effective Jan 1. BBD&O remains the principal Du Pont agency.

PEOPLE GOING PLACES: Harry Wayne McMahan has resigned from McCann-Erickson, Inc. effective Oct 15, to become a special consultant on TV commercials testing for the Institute of Motivational Research.....Fred Coe has signed a long-term contract with NBC.

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(8)

ABC- 9:30-10:30pm EDT; DEBUT - Lawrence Welk's Top Tunes and New Talent - LIVE from KABC-TV(LA), no. of stations indefinite. § Sponsor- Dodge & Plymouth Divisions, Chrysler Corp thru Grant Advertising, Inc(Detroit); Acct Execs- Myers Cather(Dodge), Bill Brown(Plymouth); Comm Anncr- Lou Crosby. § Pkgr- Grant Advertising, Inc(Detroit) with Lawrence Welk(LA); Exec Prod- Sam J. Lutz; Prod- Edward Sobel; Dir- James Hobson; Music Dir- George Cates. § Music-Variety show starring Lawrence Welk, his orchestra and all the musical specialists from the unit, with new young performers presented as guests each week. The orchestra will base its music selections on the top tunes in various cities each week. The program replaces one hour of Film Fair, which will be seen 9-9:30pm only this week and then leave the air.

CBS- 9:30-10pm EDT; RETURN - December Bride - FILM from WCBS-TV(NY) & KNXT(LA), 149 stations net, 36 delayed. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, Gaines Dog Food, other GF products) thru Benton & Bowles, Inc (NY); Acct Superv- Robert Wallace(Maxwell), E. Hobler(Gaines); Comm Anncrs- Rex Marshall(Maxwell), Bob Dixon(Gaines). § Pkgr- CBS-TV(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Prod- Parke Levy; Dir- Jerry Thorpe; Music Dir- Wilbur Hatch; Dir of Photog- Sid Hickox; Writers- Parke Levy, Lou Derman, Bill Davenport. § Comedy series, starring Spring Byington in the title role, with Dean Miller, Frances Rafferty, Harry Morgan and Verna Felton featured. The filmed series succeeds its summer replacement, Vic Damone Show (last show Sept 24).

Tuesday(9)

ABC- 10-10:30pm EDT; SPECIAL - Variety Show for Physically Handicapped - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY) with the President's Committee on Employment of the Physically Handicapped; Exec Prod- Jack Hurley; Prod & Dir- Hal Davis. § Special half-hour variety program featuring performers and public figures who have overcome physical handicaps to become successful. (Program will be seen in New York later in week via kine).

NBC- 10:30-11pm EDT; DEBUT - Break the $250,000 Bank - LIVE from WRCA-TV(NY), approx 48 stations live, 34 kine. § Sponsor- Lanolin Plus, Inc (Cosmetics) thru Russel M. Seeds, Inc(Chi). § (Continued on next page)

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Tuesday(9)

NBC- Break the $250,000 Bank (Cont'd from previous page): Pkgr- Wolf Associates (NY); Exec Prod- Ed Wolf; Prod- Jack Rubin; Assoc Prod- Alan Gilbert; Dir- Lloyd Gross; Music Dir- Peter Van Steeden. § Bert Parks is quizmaster for a completely new version of the former Break the Bank audience participation show. Contestants, interesting people with specialized knowledge in specific categories, begin with a $500 prize for answering the first question correctly and build, if successful, to $5,000 on the first program. Contestants' "banks" grow weekly by $5,000, until the third show when it jumps to $25,000, and then in successive successful weeks can proceed to the $250,000 top total. Winners will be paid off at the rate of $1,000 per month thru Bankers Trust Co of New York. Johnny Olsen will be announcer-host on the program, assisting Bert Parks, with Janice Gilbert as paying teller and Joseph Nathan Kane as final authority on debatable answers. (The original Break the Bank debuted on TV in January, 1949, and was seen over NBC, then later over CBS. It debuted over ABC on Jan 31, 1954, with its last show on June 20, 1956). Break the $250,000 Bank replaces Big Town (last show Oct 2) in the time spot.

Friday(12)

ABC- 10-11pm EDT; DEBUT - The Ray Anthony Show - LIVE from KABC-TV(LA), no. of stations indefinite. § Sponsor- Plymouth Division, Chrysler Corp thru Grant Advertising, Inc(Detroit); Acct Exec- Bill Brown. § Pkgr- Grant Advertising, Inc(Detroit); production information not available at press time. § Ray Anthony, with his orchestra, is star of this music-variety show; with The Four Freshmen, instrumental-vocal quartet, as featured regulars. Former Notre Dame football coach and sports expert Frank Leahy is m.c. and will also present sports features. The program replaces It's Polka Time, which had been seen in this spot until Sept 28, after which it switched to Sundays, 8:30-9pm EDT, effective Oct 7. The Oct 5 spot was filled by a special film.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Treasure Hunt (Fri, 9-9:30pm EDT) The $25,000 top prize available to winners will be increased by $1,000 weekly until it is won, effective Oct 5.

NBC- Ding Dong School (Mon thru Fri, 10-10:30pm EDT) Program originates in Miami, Oct 9-12, then returns to NY origination.

Alcoa Hour-Goodyear Playhouse (Sun, 9-10pm EDT) Fall production staff changes, effective Oct 7: Production Exec- Philip Barry, Jr.; Assoc Prod- Herbert Hirschman; Dirs- Sidney Lumet, Norman Felton, Alex Segal(prod & dir), Dan Petrie, Martin Ritter; Music Dir- Glenn Osser; Sets- James Russell; Costumes- John Boxer; Script Superv- Warren Frost; Casting- Joan MacDonald.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KRCA-TV(Ch 4)- Harvest; DEBUT Oct 7; Sun, 1-1:30pm PST. Sustaining. Pkgr & Prod-
Los Angeles KRCA-TV(LA). Dr. Frank Baxter presents programs, alone and with special guests, covering ideas, personalities and achievements in the world of art, literature, public affairs and science, from the past and present. The program will use pictures, models, film clips and original articles or pictures borrowed from LA area museums and collectors. Guests will be from local schools, museums and art schools.

TALENT SHOWSHEET OCTOBER 4 - 14

Most of the shows on October 4, 5, 6, 7 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 12. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

THURSDAY OCTOBER 4

DING DONG SCHOOL	NBC 10am	The Mariners (S)
CIRCUS TIME	ABC 8pm	Add: Dorothy Jarnac (C & D), Larry & Laurie Collins (S), Meltia & Wicons(acrobat), Mendez(acrobat), Dalton & Bailey (trapeze), Dolinoff & the Raya sisters(D)
CLIMAX!	CBS 8:30pm	Kill: Island In The Sky. Add: Island In The City Kill: Sal Mineo. Add: Rafael Campos and Mervyn Vye to the cast.

FRIDAY OCTOBER 5

WALTER WINCHELL SHOW	NBC 8:30pm	Add: Lisa Kirk (S), Ernie Kovacs (C)
The Lineup (Tom Tully)	CBS 10pm	Add to cast: Bill Pullen, Jack Petruzzi, Lilli Kardel, Dennis Moore, Bob Williams, Linda Brent, Gregg Martell, Burt Beau Anderson, Tim Graham, Michael Road

SATURDAY OCTOBER 6

PERRY COMO SHOW	NBC 8pm	Kill: Jeanne Crain. Add: Walter Winchell, Robert Lamouret (C), Rudy Cardenas(Juggler), Kathryn Grayson
CAESAR'S HOUR	NBC 9pm	Add to cast of regulars: Pat Carroll(C)
FORD STAR JUBILEE	CBS 9:30pm	Add; George Chakiris(D), Don Crichton(D), The Toppers(S)

SUNDAY OCTOBER 7

LAMP UNTO MY FEET	CBS 10am	Stay Out Of My Closet - (O) Jerry De Bono; with Kathleen Cometys, Joan Hotchkiss, James Field, Judy Sanford
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of Feb 19, 1956
CAMERA THREE (James Macandrew)	CBS 11:30am	As I Lay Dying - (O) William Faulkner, (A) John McGiffert; With Mildred Dunnock, Philip Coolidge, Robert Lansing, Richard Shepard, Warren Feigin, Susan Oliver, Edith King, Robert Armstrong, Ralph Chambers (SD)
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	Exploring New Horizons (O) A. J. Palmerio; with Herbert Voland, John Conrad, Larry Ward, Henderson Forsyth, Gordon Scherer, Wyley Hancock (SD)
Matinee Theatre	NBC 4pm	Kine repeat of April 19, 1956, The Babylonian Heart. (To be used only if World Series game is cancelled.)
Telephone Time	CBS 6pm	Vicksburg Add: (O) Norman Lessing; with Billy Chapin, Harry Tyler, Barry Atwater, Barbara Bel Wright, Nick Venetoulis, Michael Raffetto, Ralph Moody
Circus Boy	NBC 7:30pm	The Great Gambino (O) Victor McLeod; regulars, plus Anthony Caruso
STEVE ALLEN SHOW	NBC 8pm	Kill: Jaye P. Morgan; Add: Peggy King (S)
OMNIBUS	ABC 9pm	Leonard Bernstein, with Jack Williams (S), Stuart Harris(S), Joe Lautner(S), Jack Collins(S), Stanley Carlson(S), Paul Ukena(S), Joan Walker(S), Evelyn Ward(S), Suzanne Lake(S), Carol Burnett (S), Dorothy Lang(S), Jean Sanders(S), Paula Stewart(S), Gloria Smith(D), Alvin Beam(D), Buddy Schwab(D), Lee Becker(D), Jenny Workman(D), Susanne Cansino(D), Ron Cecil(D)

MONDAY OCTOBER 8

Adventures Of Robin Hood	CBS 7:30	The Scientist; with regulars & Miles Mallison, Willoughby Gray (SW & SD)
Sheriff Of Cochise	WABD 7:30pm	Permanent Residence; with regulars & Jeanne Dean, Peter Mamakos, K.L. Smith, Terry Becker, Jacques Aubuchon, Stacy Harris, Jack Albertson, Dan Barton, Paul Stader, Gil Perkins (SW & SD)
Danny Thomas Show	ABC 8pm	Nelson Eddy; regulars & Nelson Eddy (SW & SD)
George Burns & Gracie Allen Show	CBS 8pm	regulars plus Dr. Frank C. Baxter
Adventures Of Sir Lancelot	NBC 8pm	The Queen's Knight; with previously listed regulars plus these additional regulars: Bruce Seton, Andrew Crawford, Paul Hansard, Byran Worth, Edwin Richfield, John Dearth, Carolyn Denzil
Stage 7	WPIX 8pm	Yesterday's Mice (O) R.E. Thompson; with Gene Nelson, Barbara Eiler; Dir - Richard Kinon
VOICE OF FIRESTONE	ABC 8:30pm	Thomas L. Thomas
TALENT SCOUTS	CBS 8:30pm	Wehuda Gutman(M), Kitty Deveny(S), Len Dressler(S)
STANLEY	NBC 8:30pm	regulars & Gabriel Dell, Norman Feld, Peter Pagan, Reedy Talton, Lee Steel, Flosie Ellis, Robert Bellinger, John Straub
December Bride	CBS 9:30pm	The Rory Calhoun Show (O) Lou Derman, Bill Davenport, Parke Levy; with Spring Byington, Dean Miller, Frances Fafferty, Harry Morgan, Verna Felton (all regulars), and Rory Calhoun, Leo Fuchs; Dir - Jerry Thorpe(SD) RETURN
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Lawrence Welk's Orch & talent regulars plus Lennon Sisters(S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	September Affair (O) Fritz Rotter (screenplay written by Robert Thoeren); (A) Theodore & Mathilde Ferro; with John Newland, Alexis Smith, Clarice Blackburn, Richard Striker, John McGovern, Jeanne Jerrems, Tommy White, Michael Enserro, Jack Donner, Frank Sentry, Tommy King; Dir - Tad Danielewski
STUDIO ONE	CBS 10pm	The Pilot (O) Paul Crabtree; with Margaret Sullavan, Barbara O'Neil, Robert Pastene, Bert Brinkerhoff, Herbert Nelson, Casey Allen, Carson Woods, John McLiam, Billy Quinn, Abigail Kellogg, Toni Hallaran, Jerry Stiller, Ruth Amos, Jimmy Rogers, Christopher Barberry; Dir - Paul Nickell
Douglas Fairbanks	WRCA 10:30pm	Winning Sequence; with Jean Cadell, Barbara Mullen, Harold Lang, Tom Macauley, Charles Stewart, Gordon Jackson (SW & SD)

TUESDAY OCTOBER 9

Cheyenne	ABC 7:30pm	Death Deals This Hand (O) Lee Loeb; with Clint Walker & Arthur Hunnicutt (regulars), plus Patricia Tiernan, Leo Gordon, Walter Reed, Fred Sherman
JONATHAN WINTERS SHOW	NBC 7:30pm	Polly Bergen(S)
Phil Silvers Show	CBS 8pm	The Girl From Italy; with regulars & Anna Rosselli, Sal Dano, John Becker, Claire Donrad, Ty Perry, Edith King, Augusta Merighi, Dino Terranova, Jesse Checco, Barbara Torrance, Marion Brash, Mary Carroll, Mary Allen, Eve Jackson, Louis Baclolati, Felice Orlandi, Skippy Kolby (SW & SD)
Life & Legend of Wyatt Earp (Hugh O'Brien)	ABC 8:30pm	A Quiet Day In Dodge City; with regulars & Donald Curtis, Brad Morrow (SW & SD)
Noah's Ark	NBC 8:30pm	The Toothless Monkey; with regulars & Gil Rankin, Karen Green (SW & SD)
Broken Arrow	ABC 9pm	Indian Agent (O) Clark E. Reynolds; with regulars & Michael Ansara, Sue England (SW & SD)

TUESDAY OCTOBER 9 (Cont'd)

HERB SHRINER SHOW	CBS 9pm	Orson Welles (guest) (SW & SD)
RED SKELTON SHOW	CBS 9:30pm	Corinne Calvet (guest) (SW & SD)
DuPont Cavalcade Theatre	ABC 9:30pm	The People and General Glancy (O) Hal Martin, (A) Frederic Brady; with Minor Watson, Ruth Lee, Michael Garrett, Nancy Hale, Ruby Goodwin (October 2 show, The Boy Nobody Wanted, cancelled & replaced by Star & Shield; (O) Merwin Gerard; with Walter Sande, Cheryl Callaway, Elizabeth Patterson)
KAISER ALUMINUM HOUR	NBC 9:30pm	Carnival (O) Jerry De Bono; with Natalie Wood, Dennis Hopper, Larry Gates, Louise Larrabee, Augusta Merighi, William Hansen; Dir - George Roy Hill

WEDNESDAY OCTOBER 10

Sky King	WABC 6pm	Uninvited Death (O) Adrian Gendot; regulars & Brad Trumbull, Gloria Moore, Mauritz Hugo, Myron Cook; Dir - Stuart McGowan
Death Valley Days (Stanley Andrews)	WRCA 7pm	Snowshoe Thompson; with Don Kennedy, Jane Hampton, Heenan Elliott, Kay Wiley, Lee Van Cleef, Robert A. Paquin, Frank Richards, Tex Terry, John Frank, Kirkley Roberts, Bob Woodward (SW & SD)
ARTHUR GODFREY SHOW	CBS 8pm	information not available at press time
Adventures of Hiram Holliday	NBC 8pm	(O) Paul Gallico; (A) Phil Rapp; regulars & John Alderson, John Colicos, Pamela Light, Wilton Graf, James Porta, Jared Brown (SD)
Father Knows Best (Robert Young)	NBC 8:30pm	Homing Pigeon (O) Paul West; regulars & Donna Jo Gribble, Jack Lomas; Dir - Peter Tewksbury
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Fred Graham; with Jack Kelly, Cynthia Baxter, Lyle Talbot, Carol Veazie, Marshall Bradford, Barney Phillips, Claire Carleton (SW & SD)
KRAFT TV THEATRE	NBC 9pm	The Murder of a Sand Flea (O) James Lee Barrett; with Joe Maross, Lynwood McCarthy, Eric Torn, Art Johnson, Doreen Lang, Clu Gulager, Warren Oates, Paul Mazurski; Dir - William A. Graham
Ford Theatre	ABC 9:30pm	Sudden Silence; with Barbara Stanwyck, Jeff Morrow, Trevor Bardette, Jim Hayword, Jimmy Baird, Ralph Dumke (SD)
U.S. STEEL HOUR	CBS 10pm	Sauce For The Goose (O) Bob Emmett; with Gypsy Rose Lee, Gig Young, Leora Dana, Audrey Christie, Lawrence Fletcher, Eda Heineman, Mary Linn Beller, Elsa Walden, Sid Raymond, Nelson Olmsted, Joe Julian; Dir - Don Richardson

THURSDAY OCTOBER 11

Guy Lombardo	WRCA 7pm	Leonard Sues
Sgt Preston of the Yukon (Richard Simmons)	CBS 7:30pm	with regulars & Paul Engle, Helen Jay, Gregg Palmer (SW & SD)
CIRCUS TIME	ABC 8pm	regulars & Patrice Helene & Jan Howard(C-D), Four Whirlwinds (roller skaters), Larry Griswold(trampoline), Elly Ardelty (trapeze), Billy Wells & the Four Fays(tumblers)
Bob Cummings Show	CBS 8pm	Bob Buys A Plane; regulars & Lurene Tuttle, King Donovan, Tyler McVey (SW & SD)
CLIMAX!	CBS 8:30pm	Journey Into Fear (O) Eric Ambler; (A) James P. Cavanaugh; with John Forsythe, Eva Gabor, Arnold Moss, Anthony Dexter; Dir - Jack Smight (additional cast unavailable at press time.)
Wire Service	ABC 9pm	Campaign Train (O) The Gordons; (A) Frederic Brady; George Brent, Dayton Lummis, Robert Burton, Bartlett Robinson, Sidney Smith, Harry Shannon; Dir - Tom Gries

THURSDAY OCTOBER 11 (Cont'd)

PLAYHOUSE 90	CBS 9:30pm	Requiem For A Heavyweight (O) Rod Serling; with Jack Palance, Keenan Wynn, Kim Hunter, Max Baer, Maxie Rosenbloom, Ed Wynn, Stanley Adams, Harry Landers, Edgar Stehli, Frank Richards, Ned Glass; Dir - Ralph Nelson
THE FORD SHOW	NBC 9:30pm	Voices of Walter Schumann(S), Mike Romanoff, Reginald Gardiner
OZARK JUBILEE (Red Foley)	ABC 10pm	information unavailable at press time
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	The Guilty((O) Cornell Woolrich (screen-play by Robert Presnell, Sr); (A) Sanford Barnett; with Ralph Meeker, Skip Homeier, Carol Ohmart; Dir - Norman Morgan

FRIDAY OCTOBER 12

Rin-Tin-Tin	ABC 7:30pm	Yo-o Rinty; with regulars & Joe Sawyer, Rand Brooks
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Broomstick Wedding (O) Monte Barrett; (A) Maurice Tombragel; with regulars & Yvette Dugay, Paul Bryar
West Point	CBS 8pm	The Operator & the Martinet; with Robert Vaughn, Chet Marshall, Chuck Conners, Del Erickson, Leonard Shoemaker, Robert Carle, Edward Glober, Richard McGrath; Dir - Leon Benson
Life Of Riley	NBC 8pm	Destination Del Mar Vista (O) Roland MacLane & Dick Conway; with regulars & Arthur Shields, Billy M. Griffith; Dir - Abby Berlin (SD)
Crossroads	ABC 8:30pm	Circus Priest (O) Tom Reed; with Pat O'Brien, Chris Dark, Frank Carletto, Barbara Bestar, Frank Gerstle; Dir - Ralph Murphy
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Fearful Courage (O) Arthur Ross; Ida Lupino, James Whitmore; Dir - Bernard Girard
WALTER WINCHELL SHOW	NBC 8:30pm	Martha Raye(C), Don Cherry(S), Sharon Kaye Ritchie(Miss America 1956), Bil & Cora Baird Puppets
Crusader (Brian Keith)	CBS 9pm	Expose (O) Joel Murcott; with regulars & Joel Smith, Ann Staunton, Robert Burton, Jim Nolan, Arthur Batanides, Paul Wexler (SD)
Lilli Palmer Theatre	WABD 9pm	Death Under A City; with "Man Mountain" Dean, Emrys Jones, Michael Ripper, Maggie Smith (SW & SD)
The Vise (Donald Gray)	ABC 9:30pm	Safe For Murder; with regulars & John Harvey, Catherine Finn, Michael Ripper, Geoffrey Denton (SW & SD)
Schlitz Playhouse	CBS 9:30pm	The Trophy (O) Ed Adamson & Murray Burnett; (A) Ed Adamson; with Jack Carson, Patricia Morison, Peter Adams, Robert Carson, Phyllis Stanley, William O'Brien (SD)
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Joe Bianco, Reporter: Harrisburg (Pa.) Patriot-News; Turnpike Terror (O) Leon Tohatyn; with Richard Carlyle, Logan Field, Martin Newman, George Mitchell, Victor Thorley, John Gibson, Jerry Stiller, Tom Holland, George Ebeling
RAY ANTHONY SHOW	ABC 10pm	Ray Anthony & Orch, with Frank Leahy(emcee), Four Freshmen
The Lineup (Tom Tully)	CBS 10pm	The Ringing Bells Case (O) Joseph Calvelli; with regulars & Carol Shannon, Dave Willock, Robert Griffin, Henry Slate, Michael Raffeto, Pat O'Moore, Tom de Grayffefried, Gary Gray, Lee Patrick

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY OCTOBER 5 - FRIDAY OCTOBER 12

GARRY MOORE SHOW	CBS 10am	10/12 - Don Knotts(C), Billy Gilbert(C)
NBC BANDSTAND	NBC 10:30am	Dorsey Brothers & Orch; Russ Morgan & Orch; Guy Mitchell(S)
NBC MATINEE THEATRE	NBC 3pm	10/8 - I Like It Here - writer credits not available 10/9 - House of Seven Gables - kine repeat of 4/6/56 10/10 - One of the Family - kine repeat of 4/12/56 10/11 - The Hollow Woman - kine repeat of 4/10/56 10/12 - The Babylonian Heart - kine repeat of 4/19/56

MODERN ROMANCES (Kathi Norris)	NBC 4:45pm	The Congressman's Lady (O) William Kendall Clarke; with Phyllis Hill, House Jameson, Ed Peck
TONIGHT	NBC 11:30pm	10/8-9 - Ferrante and Teicher(M); 10/10 - Josephine Caldron (bull-fighter), The Amazing Garcias(mentalists), Bud Shank & his Quintet(M); 10/11 - Bob Hall(poet), Jim Harrison(& puppets); 10/12 - Rosaria Moreles(S)

SATURDAY OCTOBER 13

PERRY COMO SHOW	NBC 8pm	Jo Stafford(S), Jose Iturbi(M)
Oh, Susanna	CBS 9pm	Passenger Incognito (O) Frank Gill, Jr. & G. Carlton Brown; with regulars & Nancy Kulp
Gunsmoke	ABC 10pm	with regulars & Jack Diamond, Fred Wayne, Clegg Hoyt
GEORGE GOBEL SHOW	NBC 10pm	Phil Harris, Joanne Gilbert

SUNDAY OCTOBER 14

Wild Bill Hickok	CBS 12:30pm	Joke On Sir Anthony; with regulars & Dick Cavendish, Dick Elliott, Gerald O. Smith, Parke MacGregor, Russ Whiteman, Stan Jolley, Guy Teague (SW & SD)
Captain Gallant of the Foreign Legion	NBC 5:30pm	The Flaming Hoop; with regulars & Jack Rossi, Peter Trent, R. Chiantoni, R. Moritti, Jackie Lane, Pat Crean, D. Possetto
Private Secretary (Ann Sothern)	CBS 7:30pm	The Sow's Ear; with regulars & Jesse White, Barbara Morrison, Vito Scotti
Circus Boy	NBC 7:30pm	The Amazing Mr. Sinbad; with regulars & Raymond Hatton
ED SULLIVAN SHOW	CBS 8pm	Vivian Blaine(S), Johnny Carson(C), Nanci Crompton(D), Richardi(magic), Takeo Usui(aerialist), Jinx(monkey)
STEVE ALLEN SHOW	NBC 8pm	Kathryn & Arthur Murray, Jimmy Wakely(S), others to be added
IT's POLKA TIME	ABC 8:30pm	with regulars & Edelweiss Bavarian Folk Dancers
General Electric Theatre	CBS 9pm	The Enemies; with Joseph Cotten, Gaby Rogers (other information unavailable at press time)
ALCOA HOUR	NBC 9pm	Key Largo (O) Maxwell Anderson; (A) Alvin Sapinsley; with Alfred Drake, Anne Bancroft, J. Carrol Naish, Victor Jory, Lorne Greene
Alfred Hitchcock	CBS 9:30pm	Dr. Mortius (O) John Collier; (A) Francis Cockrell; with Robert Emhardt, Henry Jones, Philip Coolidge, Cara Williams, Hiam Winant, William McLean; Dir - Robert Stevens (SD)
Loretta Young Show	NBC 10pm	New Slant (O) Lowell Hawley; with Rod Cameron, Lee Bowman, Michael Landon, Leon Tyler, Dan Terranova, Bing Russell, Harry Tyler; Dir - Norman Foster

Pg 9 - 7 (cont)

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OCTOBER 10, 1956

VOLUME 8 NUMBER 41 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Bob Hope won out in the competition to be the first evening program to present Don Larsen, the New York Yankees pitcher who hurled the perfect game Monday. Larsen will appear on Hope's first Chevy Show of the season, Sunday, Oct 21, 9-10pm EDT. Frank Scott, agent for Larsen and most other name ballplayers in the New York area, had said before the announcement that Ed Sullivan, Steve Allen and Bob Hope were competing for the pitcher's services, but that no matter who got him, a couple of previous appearances this week, plus the big evening fee, will have paid the pitcher a total of $10,000 in fees -- and that's just the start of his take.....Margaret Sullavan's strange disappearance last Monday when Studio One was forced to cancel its scheduled live show, could have repercussions that would involve several unions, especially if CBS and Studio One do not get satisfaction or a valid explanation (and the latter could only be medical).

The Most Beautiful Girl in the World, starting over NBC, Monday, Oct 22, 9-9:30 pm EDT, will use a ballot and tallying system from different sections of the country to determine its winners. Entrants will be judged on the basis of talent, beauty and intelligence, so the sponsor and producer have engaged M. A. Wallach Research, Inc., to recruit audiences in four widely scattered cities. Several days in advance of every telecast the Wallach organization in each of the cities will choose at random 50 names which will represent a cross-section of the city. The selected people will be invited to participate in voting at the local NBC-TV studio. Only the first 25 arrivals from among the 50 invited will be entitled to vote, first during the talent portion and later during the beauty portion. (The first part of the beauty tests, a question and answer session for contestants, will be computed mechanically in the home studio.) The results from each city will be transmitted to New York and electronically computed on the stage for the entire TV audience. The show will have Steve Carlin (Entertainment Productions, Inc) as exec producer, with Lyn Duddy and Jerry Bresler as co-producers. Kevin Joe Johnson will direct.

Robert Paige will be m.c. and commercial announcer for the local Colgate Theatre when it debuts over KTTV(LA) on Oct 12, Fridays, 8pm. The show will present films from the M-G-M library, starting with "Thirty Seconds Over Tokyo.".....Carol Irwin's Mama series, starring Peggy Wood, will return to the CBS net on Dec 9, Sundays, 5-5:30pm NYT, but it will be on film for the first time. The series debuted over CBS on July 1, 1949, and except for summer hiatus has been seen every year since, until it went off the air this past summer, future status indefinite.

 (MORE)

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Among the filmed stories to be set for General Electric Theatre this season are: "The Enemies," starring Joseph Cotten; "The Invitation," starring Kathryn Grayson; "The Ride on the Pale Horse," starring Marge and Gower Champion; "The Road That Led Afar," with Dan Duryea and Piper Laurie; "The Chess Game," starring Ronald Colman; "Never Turn Back," starring Ray Milland; "No Skin Off Me," starring Ronald Reagan and John Ericson; "The Charlatan," starring George Sanders, and "Taxi," starring Imogene Coca.....Lux Video Theatre has scheduled the following movie stories for future presentation: Nov 1, "You Can't Escape Forever," adapted by Ed James; Nov 8, "Jezebel," adapted by Catherine Turney; Nov 15, "The Glass Webb," adapted by Harry Kronman; Nov 22, "The Gay Sisters," adapted by Sanford Barnett.....Kraft Television Theatre will present "Ten Grapefruits to Lisbon," by Frank Gilroy, on Oct 24 and on Oct 31, will have "Hit and Run," by William Noble.....Goodyear Playhouse has scheduled Robert Anderson's adaptation of his stage play, "All Summer Long," for Oct 28.....On Oct 23, Kaiser Aluminum Hour will present "Angel's Ransom," adapted by Evan Hunter from the novel by David Dodge.

The Chevy Show, Fridays and Sundays, each once monthly, 9-10pm NYT, will have Dinah Shore as star on the following programs: Fridays, Nov 2 and 30, Feb 22, March 22, April 19, May 17 and June 14; Sundays, Dec 16 and Jan 13. Bob Hope will be the star of programs on Fridays, Dec 28 and Jan 25; Sundays, Nov 18, March 10, April 7 and May 5.....The Perry Como Show, which usually announces its star talent after it has it signed, has the following guests set for upcoming shows (allowing for show business vagaries): Oct 27, Brenda Lee; Nov 3, Nat King Cole; Nov 10, Bob Hope; Nov 24, Roy Rogers and Dale Evans; Dec 1, Nat King Cole, violinist Isaac Stern and the Frielanes; Dec 8, Pearl Bailey; Dec 22, Jose Iturbi and Ernie Kovacs.....The downfall of the bigtime circuses last season seems to have helped spread the influence of the circus all through television because of the availability of prime acts that are now in over-supply. Variety shows are taking on the appearance of old-time vaude bills, except that the jugglers don't always have to open the show, since you open big in TV.

"Giant Step," the newest quiz show from Entertainment Productions, will debut over CBS on Nov 7, Wednesdays, 7:30-8pm NYT. Bert Parks will be quizmaster and m.c. for the program, which will not have cash prizes, but will instead award scholarships and foreign tours to its top prize winners. Lesser prizes will include articles or merchandise in keeping with the category selected by the contestant. This show will not have "plateaus," but will proceed by "levels." Ed Jurist will be producer, with Seymour Robbie as director. Sponsor is General Mills thru BBD&O.....The Ray Anthony Show, starting this Friday over ABC, 10-11pm EDT, will be produced, directed and written by Art Rowe and Sidney Smith. Smith has been a director primarily, while Rowe has been a comedy writer.....Tallulah Bankhead succumbed to a lure and will appear on three Omnibus programs during the coming season in productions tailored for her..... KNXT(LA) will have Bill Stout present a "complete" report on the death of James Dean and its effect on the American public, on Stout's "Special Assignment" segment of The Big News, local LA program on Friday, Oct 12, 10:30-11pm PST.....Climax! has scheduled "The Jonas Salk Story" for its program of Jan 3, according to CBS Hollywood.

AGENCIES AND ACCOUNTS: Manhattan Soap Co to Weiss & Geller, Inc(Chi & LA)..... Philco Corp named Batten, Barton, Durstine & Osborn, Inc(NY), to handle all consumer advertising, effective Jan 1. The agency resigned the Zenith Radio Corp to take the new account.....Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co., named Sullivan, Stauffer, Colwell & Bayles, Inc(NY), to handle all Hudnut products, effective Jan 1.....D'Arcy Advertising Co resigned the Packard Motor Car account, Nov 1.

PEOPLE GOING PLACES: Radio & Television Executives' Society will set up its own headquarters at the Hotel Biltmore in New York on Nov 1. On that date Claude Barrere, who has been secretary of the organization, takes over as executive director, resigning as eastern director, television, Broadcast Music, Inc.....Franklyn Farnum named president of the Screen Extras Guild, succeeding Richard H. Gordon, who died Sept 20.

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(15)

ABC- 9-9:30pm EDT; RETURN - Life is Worth Living - LIVE from WABC-TV(NY), to the net. § Co-operative. § Pkgr- ABC-TV(NY); Prod & Dir- Hal Davis. § Bishop Fulton J. Sheen returns for a new season with a changed format; dramatic narratives about world-famous personalities and little-known, but interesting people. The program replaces the first-half hour of the time formerly filled by Film Fair (last show Oct 1). The program is simulcast.

Tuesday(16)

ABC- 9-9:30pm EDT; SPECIAL - Speech by Sen. Estes Kefauver - LIVE from WABC-TV (NY), 56 stations live. § Sponsor- Democratic National Committee thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Chester Herzog. § Pkgr- Democratic National Committee; Prod & Dir- ABC staff. § Senator Estes Kefauver speaks from a New York studio. The program preempts Broken Arrow, one time only.

NBC- 8-9pm EDT; SPECIAL - The Great War - FILM from WRCA-TV(NY) & KRCA-TV(LA), 139 stations net, 31 delayed. § Sponsor- North American Phillips Co (Norelco Electric Shaver) thru C. J. LaRoche & Co., Inc(NY); Acct Exec- C. R. LaRoche. § Pkgr- NBC-TV Project 20(NY); Prod- Henry Salomon; Asst Prod- Donald Hyatt; Music By- Robert Russell Bennett; Edit By- Isaac Kleinerman; Script- Henry Salomon, Richard Hanser; Narration- Alexander Scourby; Asst Film Ed- Silvio D'Alisera; Research- Daniel Jones, Mel Stuart, Judith Greene. § The story of the First World War created by Project 20 from the archives of five countries. The film tells the story from the American viewpoint; the tremendous change in American life caused by the war. The program preempts $100,000 Big Surprise, 8-8:30pm EDT. and Noah's Ark, 8:30-9pm EDT, this week only.

Wednesday(17)

ABC- 8:30-9pm EDT; NET DEBUT - Navy Log - FILM from WBKB(Chi) & KABC-TV(LA), 34 stations net, 60 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Superv- William Spire. 2) United States Rubber Co (Footwear, Tires) thru Fletcher D. Richards, Inc(NY). § Pkgr & Film Prod- Gallu Productions, Inc., at General Service Studios, Hollywood, Calif.; Prod- Sam Gallu; Dirs- Sam Gallu, others; Prod Mgr- Tom Connors; Music Dir- Fred Steiner; Art Dir- John Ewing; Dir of Photog- Frank Phillips; Film Ed- Jack Gleason; (Cont'd on next page)

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Wednesday(17)

ABC- Navy Log (Cont'd from previous page): Writers- Allan Sloane, others. § Factual dramatizations of activities, operations and historical incidents of the U. S. Navy, with emphasis on the human element in the events. The film series had originally debuted over CBS on Sept 20, 1955; last CBS show on Sept 25, 1956. In its new ABC spot it replaces The Amazing Dunninger (last show Oct 10).

CBS- 9-9:30pm EDT; SPECIAL - Speech by V. Pres. Richard M. Nixon - LIVE remote via WCBS-TV(NY), no. of stations indefinite. § Sponsor- Republican National Committee thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr- Republican National Committee. § Vice President Richard M. Nixon addresses college newspaper editors at Cornell University, Ithaca, N. Y. The program preempts The Millionaire, one time only.

Thursday(18)

ABC- 7:30-8pm PST(ABC Western), 11:30pm-12midnight EDT; SPECIAL - Speech by Pres. Dwight D. Eisenhower - LIVE from KLOR(Portland, Ore), no. of stations indefinite. § Sponsor- Republican National Committee thru Batten, Barton, Durstine & Osborn, Inc(NY) § Pkgr- Republican National Committee. § President Dwight D. Eisenhower speaks to a Republican rally in Portland, Oregon, on natural resources. The program is in open time.

Sunday(21)

NBC- 4-5pm EDT, alternate Sun; DEBUT - Washington Square - LIVE (COLOR) from WRCA-TV(NY), 123 stations live and quick kine(West Coast only). § Sponsor- Helene Curtis Industries, Inc (Enden, Suave, Spray Net): Enden deoderant thru Weiss & Geller, Inc(Chi); Acct Exec- Harold Platt. Suave hair dressing thru Gordon Best Co., Inc(Chi). Spray Net thru Earle Ludgin & Co(Chi); Acct Exec- Ralph Whiting. § Pkgr- NBC-TV(NY); Prod- William A. Bacher; Dir- Greg Garrison; Music Dir- Charles Sanford; Sets- Hjalmar Hermanson; Costumes- Robert Fletcher; Choreog- Danny Daniels, Mata and Hari; Writers- Mac Benoff(head), Al Schwartz, Buddy Arnold. § Variety-drama-musical comedy program, set in a fictional version of Washington Square, starring Ray Bolger as a resident of the New York neighborhood, who is also host at the "Greenwich Village Inn". The Inn is managed for Bolger by Elaine Stritch who also doubles as m.c. and singer at the nightspot. Another feature of the program is the "Greenwich Village Playhouse," prototype of off-Broadway theatres, used on the program for presenting guest artists in dramatic sketches. Jo Wilder as an ambitious young actress and Mata and Hari as the proprietors of a dancing school are among the regulars. The program will alternate with Wide Wide World.

NBC- 7-7:30pm EDT; DEBUT - The 77th Bengal Lancers - FILM from WRCA-TV(NY) & KRCA-TV(LA), 105 stations live, 32 delayed. § Sponsor- General Foods Corp (Jell-O Division) thru Young & Rubicam, Inc(NY); Acct Exec- Ed Barnes. § Pkgr- Herbert B. Leonard Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Herbert B. Leonard; Assoc Prod & Dir- Douglas Heyes; Asst to Prod- Louis B. Appleton, Jr.; Dir of Photog- Fred Jackman, Jr.; Film Eds- Joe Silver, Bob Hoober; Tech Dir- Patrick Whyte; Art Dir- John McCormack; Sets- Bill Kiernan; Costumes- Izzy Berne; Writers- Douglas Heyes, Patrick Whyte. § Adventure series based on the exploits of a fictional unit of the famed Bengal Lancers cavalry group, stationed on the northwest frontier of India in the 1880-1890 period. Warren Stevens and Phil Carey co-star as two officers of the unit. The program replaces Topper (last show Oct 14) in the time spot for the sponsor.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) Oct 15; "The Letter," by Somerset Maugham; see page B for cast credits; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ray Anthony Show (Fri, 10-11pm NYT) Program will originate from a different city each week as the band tours. Add productions staff: Prods & Writers- Art Rowe, Sidney Smith; Dir- Sidney Smith. (See page 98).

Speech by Thomas E. Dewey; SPECIAL Oct 16, Tue, 8:30-9pm EDT; LIVE remote via WXYZ(Detroit), no. of stations indefinite. § Sponsor- Republican National Committee. § Pkgr- Republican National Committee. § Gov. Thomas E. Dewey makes a political address from Flint, Mich. Program preempts The Life and Legend of Wyatt Earp, one time only.

CBS- See It Now; RETURN Oct 7; every 4th Sun; 5-6pm NYT; FILM (premiere) from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Partial Sponsor- Shulton, Inc (Old Spice shaving products, Desert Flower lotion) thru Wesley Associates, Inc(NY); Acct Exec- Jay Perine. § Pkgr- See It Now with CBS-TV(NY); Prods & Editors- Edward R. Murrow, Fred W. Friendly. § Edward R. Murrow presents interpretive live and film reports of the backgrounds of news happenings.

President Eisenhower's Birthday Party; SPECIAL Oct 13; Sat, 10-10:30pm EDT; LIVE from WCBS-TV(NY), cut-ins from Washington & LA, approx 160 stations live. § Sponsor- National "Ike Day" Committee. § Pkgr- "Ike Day" Committee; Prod & Dir- David Lowe(NY); Assoc Prods- Mike Oppenheimer, Chuck Flynn(both in Wash); Assoc Prod & Dir- Bud Cole(LA); Dirs- Jerome Shaw, Tom Donovan(both in Wash); Coordinator- Timothy Kiley(NY); Music Coordinator- Hal Hastings. § James Stewart is m.c. for variety performances by top name stars marking the President's 66th birthday, which is Oct 14. The program preempts Gunsmoke, one time only.

The Heckle and Jeckle Cartoon Show; DEBUT Oct 14; Sun, 1-1:30pm EDT; FILM (COLOR) to the net. § Sustaining. § Pkgr- CBS-TV(NY); Film Prod- Terrytoons, Inc (CBS subsidiary). § All-cartoon show, with the magpies of the program title as hosts for cartoons starring other characters. The program is in open time.

Football Roundup (Sat, 2:30-5:30pm NYT) New time, succeeding the former 2-5pm schedule, effective Oct 13. Effective this date, horse racing telecasts will be included in the program; the first two from Belmont Park, N. Y.

NBC- Planters Peanut Time Starring Eddie Fisher; title replaces Coke Time Starring Eddie Fisher (Wed & Fri, 7:30-7:45pm NYT) approx every 4 weeks, starting Oct 17. Dates during season are: Nov 2, 14, 30; Dec 12, 28; Jan 9, 25; Feb 6, 22; March 6, 22; April 3, 19; and May 1, 17.

Alcoa Hour-Goodyear Playhouse (Sun, 9-10pm NYT) Production staff corrections from NBC: Dirs- Arthur Penn, Dan Petrie, Martin Ritt, Alex Segal (prod & dir on teleplays he supervises); Assoc Dirs- Robert Hopkins, Gordon Rigsby; Story Ed- Theodore Apstein; Asst Story Ed- Benita Novick; Settings- Warren Clymer, Maurice Gordon. Other credits previously listed on page 98 are correct. Previous listing was based on NBC press dept info, also the source for the corrections noted.

Fury (Sat, 11-11:30pm EDT) New series began Oct 13; program has been in re-runs during the summer. Production staff changes: Exec Prod- Leon Fromkess; Prod- Irving Cummings, Jr.; Prod Superv & Dir- Sidney Salkow; Asst Dirs- Ralph Black, Richard Evans; Writers- Various.

TALENT SHOWSHEET OCTOBER 12 - 21

Most of the shows on October 12, 13, 14 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 19. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY OCTOBER 12

Science Fiction Theatre	WRCA-TV 7pm	Survival in Box Canyon; with Bruce Bennett, Susan Cummings, De Forest Kelly
WALTER WINCHELL SHOW	NBC 8:30pm	Add: David Wayne, James Congdon

SATURDAY OCTOBER 13

ON THE CAROUSEL (Paul Tripp)	CBS 9am	with regulars & Stevie Harris, Ruth Enders, Ted Tiller
Fury	NBC 11am	Joey and the Little League; with Peter Graves, Bobby Diamond, William Fawcett (regulars) & Roger Broaddus, Jimmy Baird, Bob Foulk, Ronald Keith (SW & SD) RETURN
VINCENT LOPEZ SHOW	WCBS-TV 6:15pm	Vincent Lopez & Orch, Judy Lynn (S)
PERRY COMO SHOW	NBC 8pm	Kill: Jose Iturbi; Add: Guy Madison, Rudy Cardenas(juggler)
Hey, Jeannie	CBS 9:30pm	with regulars & Bill Haade, Frank Jenks
Gunsmoke	ABC 10pm	preempted by President Eisenhower's Birthday Party

SUNDAY OCTOBER 14

LAMP UNTO MY FEET	CBS 10am	The Journey (O) Clair Roskam; with Miriam Colon, Jane White, Zee Schooler, Roger Evan Boxill
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of November 6, 1955
CAMERA THREE (James Macandrew)	CBS 11:30am	Katherine Anne Porter discusses William Faulkner
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	Teach All Nations (O) A.J. Palmerio; with Herbert Voland, Robert Carricart, Gene Gross, John Moore, Dolores Quinton, Tom McDermott, Robert Drew, Gene Picciano, William Capra, Richard Deane, James Millhollin, Rock Rogers, Chris Gampel; Dir - Martin Hoade
Telephone Time	CBS 6pm	The Churchill Club (O) Joseph Landon; with Ray Strickland, Martin Milner; Dir - Justus Addis
You Are There	CBS 6:30pm	Hitler Invades Poland (O) Jack Bennett; with John Mylong, Philip Tonge, John Wengref, Harold Dyrenforth, Leslie Denison, Gregory Gay, Ben Wright, Kurt Katch; Dir - William Russell
STEVE ALLEN SHOW	NBC 8pm	Add: Doretta Morrow, Mel Torme, Frances Faye, Tony Bennett
OMNIBUS	ABC 9pm	Androcles and the Lion (O) George Bernard Shaw; Staff adapted; Staged by Albert Marre; with Bert Lahr, Joan Diener, Berry Kroeger, Jerome Kilty, Philippa Bevans. The Silent World (film) - excerpts. Also historical presidential campaign films
General Electric Theatre	CBS 9pm	The Enemies.(O) Grey Sleeve by Stephen Crane; (A) Larry Marcus; with Joseph Cotten, Gaby Rodgers, Royal Dano, Josephine Hutchinson, Ewing Mitchell, Don Megowan

MONDAY OCTOBER 15

Sheriff of Cochise	WABD 7:30pm	Manhunt; with regulars & Tyler McVey, Helene Heigh, Morris Ankrum, Claude Akins (SW & SD)
Danny Thomas Show	ABC 8pm	Problem Father; with regulars & Ben Lessy, Mary Wickes
PRODUCER'S SHOWCASE	NBC 8pm	The Letter (O) Somerset Maugham; (A) Joseph Schrank; with Siobhan McKenna, Michael Rennie, John Mills, Anna May Wong, John Irving, Cathleen Cordell, Aki Aleong, Margaretta Warwick, Kaie Deei, Fuji Kawa; Dir - Kirk Browning
Stage 7	WPIX 8pm	The Man Who Came Over the Mountain; with John Ericson, Sally Fraser, John Litel
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Warenskjold(S), Mary Ellen Moylan(D), Leon Danelian(D)
TALENT SCOUTS	CBS 8:30pm	George Hamilton(S-M), Angelo Prioli(S), Ladell Sisters(S)
I Love Lucy	CBS 9pm	with regulars & Orson Welles
December Bride	CBS 9:30pm	Marjorie Main Show; with regulars & Marjorie Main, Franco Corsaro (SW & SD)
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	with regulars & Marjorie and Ann Trammel(harpists), Gary Mann(S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Pilgrimage (O) Theodore & Mathilde Ferro; with John Hudson, Joyce Holden, John Griggs, Theo Goetz, Betty Low, Ben Hammer, Bernard Grant, P. Jay Sidney, Ray Tasco, Floyd Ennis
STUDIO ONE	CBS 10pm	For Oct 8 Kill: The Pilot. Add: The Remarkable Incident at Carson Corners, a kine repeat originally shown Jan 11, 1954. For Oct 15: The Open Door (O) Loring Mandel; with Albert Salmi, Robert Simon, Marion Brash, Rudy Bond, Harry Bellaver, Lonny Chapman, Harold Winston, Janice Mars, Truman Smith, John Heldabrand; Dir - William H. Brown
Douglas Fairbanks	WRCA 10:30pm	The Last Tour; with Charlotte Thiele, Eva Pflug, Peter Capell, Gaby Fehling

TUESDAY OCTOBER 16

Conflict	ABC 7:30pm	The Magic Brew (O) Montgomery Pittman; with Jim Backus, Fay Spain, Joi Lansing, Will Hutchins, Montgomery Pittman; Dir - Fred de Cordova
JONATHAN WINTERS SHOW	NBC 7:30pm	Margaret Whiting(S)
Phil Silvers Show	CBS 8pm	The Face On the Recruiting Poster; with regulars & Eric Fleming, John Boruff, Nelson Olmstead, Tom Poston, Barbara Parry, Irene Champlin, Helene Ellis, Bruce Kirby (SW & SD)
Life & Legend of Wyatt Earp (Hugh O'Brien)	ABC 8:30pm	Preempted by Republican National Committee, Gov. Dewey
The Brothers	CBS 8:30pm	with regulars & Robin Hughes
Broken Arrow	ABC 9pm	Preempted by Democratic National Committee, Senator Kefauver
HERB SHRINER SHOW	CBS 9pm	no information available at press time
Jane Wyman Show	NBC 9pm	No More Tears; with Robert Cornthwaite
RED SKELTON SHOW	CBS 9:30pm	Peter Potter, Gale Robbins(S)
DuPont Cavalcade Theatre	ABC 9:30pm	Wild April (O) Land of Promise, book by Walter Havighurst; (A) Arthur Ripley; with John McIntire, Jesse White, Robert Wilke, Carolyn Kearney, Percy Helton, Willis Bouchey
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	S.O.S. From the Andrea Doria (O) George Lefferts; with Bibi Osterwald, Kent Smith, Margaretta March, Val Avery, Dan Rubinate, Frank Maxwell, John Conwell, Michael Strong, Ray Boyle, Maureen Hurley, Dino Terranova; Dir - William Corrigan

WEDNESDAY OCTOBER 17

Sky King	WABC 6pm	Rustlers On Wheels (O) Harry Poppe, Jr; with regulars & Bill Iechner, Kenne Duncan, Nesdon Booth, Stanley Andrews, Greg Barton, Chuck Slay, Hal Conrad; Dir - Jodie Copelan
Death Valley Days (Stanley Andrews)	WRCA 7pm	Faro Bill's Layout; with Britt Lomond, Jack Daly, Fran Allen, Diane Brewster, Steve Conte, Gary Hunley, Rusty Westcoatt
ARTHUR GODFREY SHOW	CBS 8pm	For Oct 10: McGuire Sisters, Anita Kerr Quartet, Arlene Adams(S) Bob Gibson(S). For Oct 17: No information available at press time
Adventures of Hiram Holliday	NBC 8pm	(O) Paul Gallico; (A) Phil Rapp; with regulars & Richard Aherne, Angela Greene, John Wengraf
Navy Log	ABC 8:30pm	The Death of Dillinger-San (O)Allan Sloane; with Solmer Jackson, Robert Knapp, William Allyn, Morgan Jones, Mike Garrett; Dir - Sam Gallu NET PREMIERE
The Millionaire (Marvin Miller)	CBS 9pm	Preempted by Republican National Committee, V. Pres. Nixon
KRAFT TV THEATRE	NBC 9pm	I Am Fifteen - And I Don't Want To Die (O) Christine Arnothy; (A) Staff adapted; with Bennye Gatteys, Grant Williams, Nehemiah Persoff, Paul Tripp, Russell Collins, Nan McFarland, Mary Leigh-Hare, Peter Brandon, Undine Forrest, Richard Morse
Ford Theatre	ABC 9:30pm	Paris Edition (O) Jack Harvey; with Jack Carson, John Beradino, Valerie French; Dir - John Meredyth Lucas
20th Century Fox Hour	CBS 10pm	Stranger In The Night (O) The Ghost and Mrs Muir, novel by R.A. Dick (screenplay by Philip Dunne); (A) De Witt Bodeen; with Joan Fontaine, Michael Wilding, Elsa Lanchester, Tom Conway, Jack Raine, Philip Tonge, Ashley Cowan, Mary Flynn, Queenie Leonard, Keith Hitchcock; Dir - Lewis Allen

THURSDAY OCTOBER 18

Guy Lombardo	WRCA 7pm	Bobby Sherwood
Sgt Preston of the Yukon (Richard Simmons)	CBS 7:30pm	with regulars & Pat Whyte, Bill Tisher
CIRCUS TIME	ABC 8pm	Elly Ardelty(trapeze), Duke Art(clay modeler), Hamilton Trio(D), The Marvellos(musical magicians)
Bob Cummings Show	CBS 8pm	Bob Batches It; with regulars & Kathleen Freeman, Dick Wesson, Joi Lansing, Donna Martell (SW & SD)
CLIMAX!	CBS 8:30pm	The Midas Touch (O) Robert Bloomfield; with Robert Preston, Margaret Hayes, Walter Abel, George Dolenz, Anna Navarro; Dir - Buzz Kulik
Wire Service	ABC 9pm	Hideout (O) Gabrielle Upton; with Mercedes McCambridge, Murray Hamilton, Marjorie Lord, Fred Wayne; Dir - Alvin Ganzer
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Frank Ferguson
PLAYHOUSE 90	CBS 9:30pm	Sizeman and Son (O) Elick Moll, from mag. story "Seidman and Son"; with Eddie Cantor, Farley Granger, Mona Freeman, Peter Lorre, Carol Morris, Nan Boardman, Larry Dobkin, Than Wyenn, S. John Launer, Ruth Aim; Dir - Vincent Donehue
THE FORD THEATRE	NBC 9:30pm	with regulars & Zsa Zsa Gabor
OZARK JUBILEE (Red Foley)	ABC 10pm	"Slim" Wilson(S), Rufe Davis(C), Jim Edward and Maxine Brown(S), Billy Joe Morris(S), The Promenaders(D)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Flamingo Road (O) Robert and Sally Wilder (screenplay by Robert Wilder); (A) Staff adapted; with Joanne Dru, Raymond Burr, Robert Middleton; Dir - Richard Goode

FRIDAY OCTOBER 19

Rin-Tin-Tin	ABC 7:30pm	Rin-Tin-Tin and the White Wolf; with regulars & Ernest Sarracino, Patrick Whyte
Adventures of Jim Bowie (SCott Forbes)	ABC 8pm	Natchez Trace; with regulars & Ross Elliot, Brad Morrow, Havis Davenport, John Bryant (SW & SD)
West Point	CBS 8pm	Officer's Wife; with Olive Sturgess, Diana Douglas, Burt Masters, John Wilder, Dallas Midgette (SW & SD)
Life of Riley	NBC 8pm	Uncle Bixby Takes Over (O) Albert E. Lewin, Burt Styler; with regulars & Jack Kirkwood, Emory Parnell, Isabell Withers, Mike Ross, Ted Thorpe (SD)
Crossroads	ABC 8:30pm	Ringside Padre (O) Tom Reed; with Stephen McNally, Mike Landon, Leonard Penn, Christopher Dark, Barbara Bastar, Frances Scannell, Frank Gerstle, Michael Barrett, Bill Rhodes; Dir - Al Rogell
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Long Road Home (O) Harold Swanton; with Conrad Janiss, Jean Willis, Ray Collins, Francis J. McDonald; Dir - Felix Feist
WALTER WINCHELL SHOW	NBC 8:30pm	Will Mastin Trio with Sammy Davis, Jr, Roberta Sherwood(S), Bob and Larry Leslie(C)
Crusader (Brian Keith)	CBS 9pm	The Innocent Bystander (O) George Waggner; with Mary Adams, Carl Bets, Will J. White, Stewart Bradley, Don Haggerty, Harold Huber, Jean Willes; Dir - John H. Peyser
On Trial	NBC 9pm	Twice In Peril; with Joseph Cotten, Joseph Wiseman, Christopher Dark, Joanna Lee (SW & SD)
The Vise (Donald Gray)	ABC 9:30pm	Sing Softly Sisters; with Magda Miller, Diana Decker, Sandra Dorne (SW & SD)
Schlitz Playhouse	CBS 9:30pm	Enoch Prentiss (O) Douglas Morrow; with Charles Bickford, Kathleen Crowley, William Allyn, Katharine Warren, Craig Stevens, Lewis Martin, Henry Hunter; Dir - Don Weis
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Bernice Freeman, Reporter: San Francisco Chronicle - Suspicion of Murder (O) Douglas Taylor; cast unavailable at press time
The Lineup (Tom Tully)	CBS 10pm	information unavailable at press time

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 12 - FRIDAY OCTOBER 19

GARRY MOORE SHOW	CBS 10am	10/19 - Milt Kamen (C), Gene Jimae and Company(harmonica band)
NBC BANDSTAND	NBC 10:30am	Dorsey Brothers & Orch, Russ Morgan & Orch, Guy Mitchell(S)
NBC MATINEE THEATRE	NBC 3pm	10/15 - The Stamp Caddy (O) Hal Hackady; with Anita Louise 10/16 - The Egoist (O) George Meredith; (A) Richard McCracken 10/17 - The Family Man (O) William McCleery 10/18 - Sight Unseen (O) Rosemary Foster, Warner Law; (A) Law 10/19 - Eye Of Storm (O) Norman Jacob
MODERN ROMANCES (Kathi Norris)	NBC 4:15pm	Lost April (O) Michelle Cousin; with Lin McCarhty, Loretta Daye, June Evert, Heywood Hale Broun
TONIGHT	NBC 11:30pm	10/15 - Dorothy McGuire; 10/16 - Dorothy McGuire; 10/17 - Kurt Baum(S), Billy Gilbert(C), Erin O'Brien(S), Ellis & Winters(D), Marshall Izen(M-C); 10/18 - Ray Bolger(D), Bennett Cerf, Erin O'Brien(S); 10/19 - Charlie Ventura (clarinet), June Taylor

SATURDAY OCTOBER 20

The Buccaneers	CBS 7:30pm	The Wasp; with regulars & Wilfrid Downing (SW & SD)
PERRY COMO SHOW	NBC 8pm	Pearl Bailey(S), Rory Calhoun, Dorothy McGuire

SATURDAY OCTOBER 20 (Cont'd)

Oh! Susanna (Gale Storm)	CBS 9pm	(O) Erna Lazarus & Nat Curtis; with regulars & Lumsden Hare, Frank Wilcox; Dir - Charles Barton

SUNDAY OCTOBER 21

WASHINGTON SQUARE (Ray Bolger)	NBC 4pm	(O) Mac Benoff, Al Schwartz, Buddy Arnold; with Ray Bolger, Elaine Stritch, Rusty Draper(S), Bil and Cora Baird(puppeteers) Jo Wilder, Mata & Hari(D), Daniza Ilitsch(S), The Martins(S), The Three Flames(S-M) (all regulars) and guests Bert Lahr, Richard Derr; Dir - Greg Garrison PREMIERE
Telephone Time	CBS 6pm	She Sette Her Little Foote (O) Norman Lessing; with Ron Randall, Barbara Baxley, Chett Stratton, Charles Bronson, Nancy Lee, George Dunn; Dir - Justuss Addis
You Are There	CBS 6:30pm	The Salem Witch Trials (O) Milton Geiger; with Wilton Graff, Ian Wolfe, Lurene Tuttle, Mary Shipp, Russ Bender, Smokey Fabres, Sheila McKay, Susan Seaforth, Carol Dee, Pamela Beaird, John Craven, Olive Blakeney, Everett Glass; Dir - William Russell
77th Bengal Lancers	NBC 7pm	(O) Douglas Heyes; Phil Carey, Warren Stevens (regs) & Patric Knowles, Jean Byron, Mel Welles, Patrick Whyte, Joanna Barnes; Dir - Douglas Heyes PREMIERE
JACK BENNY SHOW	CBS 7:30pm	with regulars & George Gobel
Circus Boy	NBC 7:30pm	Corky and the Circus Doctor; with regulars & Stanley Andrews
ED SULLIVAN SHOW	CBS 8pm	Jack Paar(C), Marion Marlowe(S), Salvador(S), Davis & Reese(C), Sciplini chimps, Bokaras(teeterboard)
STEVE ALLEN SHOW	NBC 8pm	Frank Parker(S), Julius LaRosa(S), Peter Lawford, Olga James(S), Harlem Globetrotters(basketball)
IT'S POLKA TIME	ABC 8:30pm	with regulars & Italian Folk Dancers
General Electric Theatre	CBS 9pm	The Invitation (O) Narda Stokes; (A) Frances Marion; with Katherine Grayson, Larry Pennell, Katheryn Warren, Arthur Hansen, Virginia Carroll, Rudy Goodwin, Sally Corner, Alan Reynolds, Rudy Lee
Chevy Show (Bob Hope)	NBC 9pm	with Bob Hope, Don Larsen, Diana Dors, James Cagney, Lucille Ball, Desi Arnaz, Vivian Vance, Bill Frawley
Alfred Hitchcock	CBS 9:30pm	Kill With Kindness (O) A.J. Russell; with Hume Cronyn, Carmen Mathews, James Gleason, Margie Liszt, Mike Ragan; Dir - Hershal Daugherty
Loretta Young Show	NBC 10pm	Goodbye, Goodbye (O) Elizabeth Taylor; (A) Richard Morris; with Loretta Young, John Newland, Erik Nielsen, Judy Short, Linda Cunningham; Dir - Richard Morris

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OCTOBER 17, 1956

VOLUME 8 NUMBER 42 A

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC Bandstand finally ran out of bands, arrangements and change of pace for television and will be replaced by a new audience participation show late in November. The new package, by Goodson-Todman, called The Price Is Right, will originate in New York and "will be a challenge to every housewife's instinct for knowing a good bargain when she sees one, by pitting contenders against their own knowledge in a game of bidding and evaluation.".....The live music program didn't flop, but it had to run out of steam as long as it had a big name band revolving policy on an early morning schedule.....Bill Leonard will be off his CBS programs for from four to six weeks due to a mild heart attack. George Skinner will replace Leonard on his local WCBS-TV(NY) early evening five-minute feature report.....The Most Beautiful Girl In the World has had its premiere delayed again, with NBC slotting TBA for next Monday's 9-9:30pm slot.....Mata and Hari are out of the Washington Square program, both as performers and as co-choreographers (they plot their own material, so get credit).....Elvis Presley comes to New York for his Oct 28 appearance on The Ed Sullivan Show (his first appearance on Sept 9 was cut-in from LA). Every agency in town will be on the trail of Col. Parker to attempt tie-ins with the fabulous attraction.

The National Council of the Writers Guild of America, meeting in New York last weekend, passed unanimously a resolution opposing codes of censorship now prevalent in the fields of entertainment and information, and recommended the codes be studied "with a view to removing the unjustified restraints wherever possible." The Council based its position on the point that writers have exercised appropriate good taste and judgement in the past and these qualities "cannot be formulated in a set of rules.".....Among recent cases that involve television writers were Dale Wasserman's "The Fog," bought and dropped by Studio One, then bought by Climax! and altered to a point where the writer wished his credit dropped from the script; and the most recent case, the fact that NBC told Alcoa Hour to drop its production of "The Man Who Loved Children," by Bill Kozlenko and Boris Ingster because it apparently places a child in jeopardy. The latter script has been paid for, but will not be produced on TV since all nets have a similar policy. Since the Guild resolution is addressed at "unjustified" censorship, it would apply to the Climax! case, but not the Alcoa play. The basic difference between screen and television censorship is that in television a story and its elements may win approval from a producer and be clear of network restraints, yet run afoul of agency-sponsor restrictions. These are not based on a code, but involve personal likes and dislikes and company or industry taboos, and are extremely difficult to combat under the circumstance of sponsor identification with a program.

 (MORE)

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Du Pont Theater will be the name of the program, beginning with its Oct 30 ABC production, dropping Cavalcade from the title to allow for the introduction of fictional drama and name stars in the series. One result of the name change will be that many newspapers will list the program only as Theater in logs, whereas the program was identified as Cavalcade Theater. Most newspapers will not use a commercial name for television listing identification.....NBC News, with Chet Huntley in New York and David Brinkley in Washington as co-editors, will replace News Caravan with John Cameron Swayze over NBC on Oct 29. The change will be more than a switch in news commentators, since an entirely new production staff moves in with the change, with Reuven Frank as producer and Joseph O. Meyers as superviser. The New York portion of the new program will have a new setting which will include a six-foot "Geo-Physical Globe" for use in pointing up news sources.

Oct 19 will be an even more important evening in Los Angeles than was Oct 12 -- and last Friday's television occurence was devastating enough. A little local program called Colgate Theatre, first showings of top films from M-G-M's movie library over KTTV(LA), Fridays, 8-10:30pm PST, started its career with "Thirty Seconds Over Tokyo." A special ARB survey during the program last Friday, based on 2080 phone calls, indicated that "Thirty Seconds Over Tokyo" received a 53.8 share of audience for the full two and a half hours and an average rating of 30.8. The average of sets in use in the LA area was 57.3. Total LA ratings for the three network stations in that city added together was 17.5. The movie for Oct 19 on the program will be "Mrs. Miniver." On the general question of movie backlog film on TV versus TV film shows, Dick Powell, one of the owners of Four Star Films, believes that indie producers of TV shows will be in trouble. Sponsors (like Colgate) may turn away from network "identification" sponsorships. William Holden, who has had two radio series under consideration for production as TV series by his independent company, has dropped his plans for the time being, because he feels that theatrical films on television will kill the possibilities of new series at this time. The crux is not that series will not be made and sold, but it will be difficult for the next couple of years for independent producers to get backing and sponsorship for expensive TV series.

The program title "Night Beat" has been in for some hard looks recently. WABD in New York recently debuted Mike Wallace's Nightbeat, an interview-feature program, and KTTV in LA had a new Paul Coates Night Beat scheduled for debut tonight (17), but the program title has been changed to Unit One. Back of most title changes is the fact that old radio series or early TV package offerings may have had the same titles and although a title can't be protected, if the series idea is similar to the prior property, the title can be claimed as protected with the property as a matter of identification.....Shirley Jones will co-star with Red Skelton on Playhouse 90's "The Big Slide" over CBS on Nov 8. She replaced Rhonda Fleming in the role..... Standard Oil of California and The Stroh Brewery Co have bought Guild Films' Captain David Grief series for regional showings in 33 markets; 12 for Standard Oil and 21 in the Midwest for the brewer. The series will be ready for airing next January. The buy was made from the first two films, with the next eight in the series in production since last Monday (15). The series is based on Jack London stories, based in the South Seas. Maxwell Reed plays the title role.

AGENCIES AND ACCOUNTS: Colgate-Palmolive Co named Norman, Craig & Kummel, Inc (NY) to handle its Veto deodorant.

PEOPLE GOING PLACES: Robert E. Kintner resigned as president of American Broadcasting Co., yesterday (16).....Jay Eliasberg appointed acting director of research for CBS Television, in New York.....Frank Price upped to story editor for Screen Gems, Inc., succeeding Margaret Wilder.....Pierre Marquis named director of sales planning of Screen Gems, Inc.....Alan W. Livingston named head of NBC TV programs originating from the network's Western Division.....John Masterson named manager of radio and television in New York for Tatham-Laird, Inc(Chi).

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Sunday(28)

NBC- 7:30-9pm EST, 6 times during season; RETURN - Hallmark Hall of Fame - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Hallmark Cards (Greeting Cards) thru Foote, Cone & Belding(Chi). § Pkgr- Milberg Productions with NBC-TV(NY); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer (Premiere Dir- Garson Kanin); Assoc to Schaefer- Robert Hartung; Casting- Sybil Trubin(Milberg). § 90-minute presentations of classic and modern dramas, returns for its fifth season, presenting Garson Kanin's adaptation of of his stage success, "Born Yesterday," for its premiere production of the season. Hallmark programs during the season will be presented on Sun, Nov 25, 9-10:30pm EST; Sun, Dec 16, 7:30-9pm EST; Sun, Feb 10, 9-10:30pm EST; Sun, March 17, 7:30-9pm EST, and Wed, April 10, 9-10:30pm EST. The program debuted over NBC on Jan 6, 1952 as a half-hour drama series originating in NY, moved to LA for the 1953 and 1954 seasons, then returned to NY for the 1955 season as Maurice Evans Presents the Hallmark Hall of Fame, presenting 90-minute dramas every fourth Sunday. Evans will appear in two of this season's dramas. The program will preempt regular programs in its time spots.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Oct 27; "Manhattan Tower," musical romance produced, written and composed by Gordon Jenkins, based on his 1946 album; (see page E for cast credits); Exec Prod- Elliott Lewis; Prod- Gordon Jenkins; Assoc Prods- Furth Ullman, Pete Barnum; Dir- Boris Sagal; Music Dir- Charles Dant; LIVE (COLOR) from KRCA-TV(LA).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Going Places (Sun, 5-6pm EDT) Last show was Sept 30. No net service in time.

CBS- Speech by Secretary of Labor James Mitchell; SPECIAL Oct 22; Mon, 9:30-10pm EDT; Sponsored by Republican Senatorial Committee; preempts December Bride, one time.

NBC- The Bob Hope Chevy Show (6 to 8 Sundays, 9-10pm NYT) Added title for Chevy Shows starring Bob Hope (See page 95). Hope show production staff: Prod- Jack Hope; Assoc Prod- George Habib; Dir- Jack Shea; Assoc Dir- Edith Johnson; Music Dir- Les Brown; Costumes- Kate Drain Lawson; Writers- Lester White, John Rapp, Mort Lockman, Bill Larkin, Norm Sullivan; special material by Joe Lilley.

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TALENT SHOWSHEET OCTOBER 19 - 28

Most of the shows on October 19, 20, 21 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 26. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified are singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY OCTOBER 19

Science Fiction Theatre	WRCA-TV 7pm	Mind Machine; with Bill Williams, Cyril Delevanti, Brad Trumbull
Lilli Palmer Theatre	WABD 9pm	The Brown Man's Servant; with David Kossoff, Harry Ross, Eddie Byrne
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Add Cast: Biff McGuire, Fran Carlon, Crahan Denton, Allen Nourse, Dana Elcar, Dorrett Kelton
The Lineup (Tom Tully)	CBS 10pm	The Sorenson Case (O) E. Jack Neuman; with Peter Brocco, Sam Gilman, Charlotte Knight, Augie Dickinson, Maudie Prickett, Phil Vinati, Jack Holland, Lyn Thomas, Paul Stadu, Jeanne Lavern Carmen, Eugene Rocke; Dir - Holly Morse (SD)

SATURDAY OCTOBER 20

PERRY COMO SHOW	NBC 8pm	Add: Robert Lamouret(C)
Hey, Jeannie!	CBS 9:30pm	Jeannie Goes To Washington; with regulars & Herb Vigram, Jack Mulhall, Adelle August, John Mitchum, James Parnell, Joe Hamilton (SW & SD)
GEORGE GOBEL SHOW	NBC 10pm	Fess Parker, Helen O'Connell(S)

SUNDAY OCTOBER 21

LAMP UNTO MY FEET	CBS 10am	Mr. Perkins;(O) Steven Gethers; with William Hansen, Charles White, Howard Wierun, Michael Higgins
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of December 11, 1955
CAMERA THREE (James Macandrew)	CBS 11:30am	United Nations; Extraordinary Session (O) John McGiffert; with John Heldebrand, Peter Chan, Kaie Deei, Anatol Winogradoff, Charles Korvin, Marcel Hillaire, Ernest Graves; Dir - Clay Yurdin
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	In One Spirit (O) A.J. Palmerio; with Herbert Voland, Dermott McNamara, Abby Lewis, Vince Harding, Douglas Routherford, Steven Ellsworth, Rawn Spearman, Len Doyle, Roger Quinlan, Dick Dudley, Raymond Johnson, Anthony Missuri, Frances Peter, Henry Heffner, David Lumney, Ray Rizzo, Geoffrey James(D), Joan James (D)
Captain Gallant of the Foreign Legion	NBC 5:30pm	Rodeo (O) R.D. Walker; with regulars & Franco Fantasia, Mara Laine, Alex Revides, Leon Lenois, Richard Watson, Paul Michalelis
Three Musketeers	WABD 5:30pm	The Priceless Documents; with regulars & Doris Wiss, Paul Muller (SW & SD)
STEVE ALLEN SHOW	NBC 8pm	Add: Rocky Graziano
OMNIBUS	ABC 9pm	Agnes De Mille & the Ballet Theatre Company - Rodeo; The Last Day of Manolete (film produced by Barnaby Conrad); The Silent World, part two; The Stranger Left No Card - a repeat

MONDAY OCTOBER 23

DING DONG SCHOOL	NBC 10am	Vivian Della Chiesa(S)

MONDAY OCTOBER 22 (Cont'd)

Adventures of Robin Hood	CBS 7:30pm	A Year And a Day; with regulars & Shaun O'Riordan (SW & SD)
Sheriff of Cochise	WABD 7:30pm	The Great Train Robbery; with regulars & Stan Jones, Helen Mayon, Steven Peck, Barbara Stuart
Danny Thomas Show	ABC 8pm	Be A Pal To Your Son; with regulars & Rudy Lee, Philip Ober
George Burns & Gracie Allen Show	CBS 8pm	with regulars & Francis X. Bushman, John Hoyt
Stage 7	WPIX 8pm	Heart of A Dream; with Diana Lynn, Jan Merlin, Ross Elliott
VOICE OF FIRESTONE	ABC 8:30pm	Jerome Hines(S), Tong Il Han(M)
TALENT SCOUTS	CBS 8:30pm	Foggy River Boys(S-Quartet), The Carlyles(S-Duo), Tony Lovello(M)
STANLEY	NBC 8:30pm	with regulars & Carol Burnett, Wayne Sherwood (SW & SD)
December Bride	CBS 9:30pm	Preempted by Republican National Committee: Herbert Brownell
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Polly Johnson(S), Alvan Ashby(S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Goodbye, Grey Flannel (O) J. Harvey Howells; with George Chandler, Mary Grace Canfield, Fred Herrick, John Shay, J. Robert Dietz, Ray Boyle, Ken Renard, Carl Redcoff
STUDIO ONE	CBS 10pm	The Crimes Of Peter Page (O) Kathleen and Robert Howard Lindsay; with Barry Jones, Luella Gear, Priscilla Gillette, Norman Lloyd, Don Murphy, Alice Pearce, George Maharis, Norman Rose, Wyatt Cooper, Fred Stewart; Dir - Paul Nickell
Douglas Fairbanks	WRCA 10:30pm	Someone Outside; with Lois Maxwell, Maurice Kaufmann, Anton Diffring, John Serret, Cyril Shaps

TUESDAY OCTOBER 23

Cheyenne	ABC 7:30pm	The Bounty Killers (O) Berne Giler; with Andrew Duggan, James Gavin, Howard Petrie, Gail Kobe, Walter Coy, Les Johnson; Dir - Walter Doniger
JONATHAN WINTERS SHOW	NBC 7:30pm	with Dorothy Collins(S)
Phil Silvers Show	CBS 8pm	Bilko's War Against Culture; with regulars & Dina Merrill, Eddy Cunis, Jenny Carter, Mara McAfee, Richard Magner, Tony Corrado
Life & Legend of Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Almost Dead Cowhand; with regulars & Christian Drake, Paul Brinegar, Camile Franklin, Sam Flint, Michael Bryant, William Tannen (SW & SD)
Noah's Ark	NBC 8:30pm	Mascot; with regulars & Stacy Harris
Broken Arrow	ABC 9pm	(O) Clark E. Reynolds; with regulars & Ray Stricklyn, Kathryn Card, Trevor Bardette, Richard Wessel, Lane Bradford, Tom Monroe, Paul Fierro, John War Eagle; Dir - Richard L. Bare
HERB SHRINER SHOW	CBS 9pm	Add Oct 16: Jaye P. Morgan(S), Burl Ives(S-M) Oct 23: Preempted by Stevenson 9-9:30pm
Jane Wyman Show	NBC 9pm	Two Sides To Everything; with Jane Wyman, Simon Scott, Frank Gerstle
RED SKELTON SHOW	CBS 9:30pm	Allen Jenkins, Johnny Carson(C)
DuPont Cavalcade Theatre	ABC 9:30pm	Hobo Kid (O) I.A. Bezzerides; with Reba Waters, Caroline Craig, Penny Carpenter, Melinda Plowman, Robert Foulk, Adrienne Marden, Louise Lorimer

TUESDAY OCTOBER 23

KAISER ALUMINUM HOUR	NBC 9:30pm	Angel's Ransom (O) David Dodge; (A) Evan Hunter; with Hume Cronyn, Robert Sterling, Geraldine Brooks, Paul Langton, Alan Ansara, Zamah Cunningham, Christine Norden, Pernell Roberts; Dir - Franklin Schaffner

WEDNESDAY OCTOBER 24

Sky King	WABC 6pm	The Golden Burro (O) Burt Sims; with regulars & Eugenia Paul, Kenne Duncan, Nesdon Booth, Greg Barton; Dir - Jodie Copelan
Death Valley Days (Stanley Andrews)	WRCA 7pm	Sequoia; with Lane Bradford, Eileen Howe, Carol Thurston, Patti Gallagher, Melodie McGowan, Baynes Barron, George Lewis, Glenn Strange, Robert Paquin, Jerry Nader
ARTHUR GODFREY SHOW	CBS 8pm	Jeanette Davis(S), Pat Boone(S), Carmel Quinn(S), McQuire Sisters(S); remote from the Harrisburg Penn Horse Show
Adventures of Hiram Holliday	NBC 8pm	with regulars & Stanley Adams, Lita Milan, Eric Feldary (SW & SD)
Navy Log	ABC 8:30pm	The Big A (O) Max Ehrlich; with Jack Larson, Carl Milletaire, Jerry Paris, Leo Gordon; Dir - Sam Gallu
Father Knows Best	NBC 8:30pm	Betty's Birthday (O) Dorothy Cooper; with regulars & Yvonne Lime, Eleanor Audley
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Virginia Lennart; with Betty White, Jacques Bergerac, Mabel Albertson, Mimi Agulia, Franco Corsaro, Vincent Padula, Marlo Siletti
KRAFT TV THEATRE	NBC 9pm	Ten Grapefruit To Lisbon (O) Frank Gilroy; with Michael Ingram, Eva Gabor, Russell Hardie, Grace Carney, Barbara Barrie, Ruggero Romor, William Lee, Michael Tolan, Warren Berlinger, Karl Swenson; Dir - Harry Herrmann
Ford Theatre	ABC 9:30pm	Measure of Faith (O) Gerry Day; with Lew Ayres, Beverly Garland, Lee Van Cleef, Nestor Paiva, Charles Evans, William Boyett, Don C. Harvey; Dir - James Neilson
Lilli Palmer Theatre	WABD 9:30pm	The Bride Wore An Opal Ring; with Ada Reeve, Joyce Barbour, Brenda Hogan
US STEEL HOUR	CBS 10pm	Wetback Run (O) Theodore Apstein; with Rip Torn, David Opatoshu, Joe De Santis, Marie Alcade, Jonathan Harris, Ross Martin, Jean Alexander, Peter Lazari, Albert Paulson, Luchino Solito de Solis; Dir - David Alexander

THURSDAY OCTOBER 25

Guy Lombardo	WRCA 7pm	For Oct 18: Kill - Bobby Sherwood; Add - Leonard Sues For Oct 25: Bobby Sherwood
Sergeant Preston of the Yukon (Richard Simmons)	CBS 7:30pm	with regulars & Lane Bradford, John Pickard, Charles Stevens
CIRCUS TIME	ABC 8pm	Judy Tyler(S), Ann Marston(archer), The Shyrettos(unicycle), Bill Finch(baton)
Bob Cummings Show	CBS 8pm	The Beautiful Psychologist; with regulars & King Donovan, Jeff Silver, Marcia Henderson, Jan Harrison
CLIMAX!	CBS 8:30pm	The Night of the Heat Wave (O) Lowell Barrington; with Darren McGavin, Phyllis Thaxter, Kurt Kasznar, Eddie Andrews; Dir - Jack Smight
Wire Service	ABC 9pm	The Johnny Rath Story (O) Al C. Ward; (A) Frederic Brady; with Dane Clark, Beverly Garland, Ross Elliott, Michael Winkleman, Jimmy Baird; Dir - Robert Florey
People's Choice	NBC 9pm	Preempted by Republican National Committee: President Eisenhower

THURSDAY OCTOBER 25 (Cont'd)

PLAYHOUSE 90	CBS 9:30pm	Rendevous In Black (O) Cornell Woolrich; (A) James P. Cavanagh; with Franchot Tone, Laraine Day, Boris Karloff, Viveca Lindfors, Tom Drake, Elizabeth Patterson, Whit Bissell, Irene Tedrow, Andy Duggan, Jerry Paris, Jennifer Howard, Reba Tassell, Jan Cheney, Jack Kruschen; Dir - John Frankenheimer
FORD SHOW	NBC 9:30pm	with regulars & Mickey Spillane
OZARK JUBILEE (Red Foley)	ABC 10pm	"Uncle Cyp" and "Aunt Sap" Brasfield
LUX VIDEO THEATRE	NBC 10pm	Because of You (O) Thelma Robinson (screenplay by Ketti Frings);(A) Sanford Barnett; with Vera Miles, John Bentley, Irene Hervey, Sandy Descher; Dir - David Orrick

FRIDAY OCTOBER 26

Science Fiction Theatre	WRCA 7pm	The Voice; with Donald Curtis, Kristine Miller, Anthony Eustrel
Anventures of Rin Tin Tin	ABC 7:30pm	Return of Rin Tin Tin (O) John O'Dea; with regulars & Patrick Whyte, Ralph Moody, Ernest Sarracino, X. Brands, Pat O'Hara
Adventures of Jim Bowie (Scott Forbes)	ABC 8pm	Jim Bowie Comes Home (O) Lewis R. Foster; with regulars & Kem Dibbs, Kascy Rogers, Minerva Urecal, Peter Hanson; Dir - Lewis R. Foster (SW & SD)
West Point	CBS 8pm	The Honor Code; with Richard Jaeckel, Terence Kilburn, Steve Terrell, Jane McArthur, Tom Middleton, Ted Perritt, Ernest Parmentier; Dir - Leon Benson
Life Of Riley	NBC 8pm	Friends Are Where You Find Them; with regulars & Henry "Bomber" Kulky, David Alpert, Edgar Stehli, Ruth Hammond (SW & SD)
Crossroads	ABC 8:30pm	The Pure White Orchid (O) George Bruce; with Richard Denning, Ann Kimbell, Doris Packer, Walter Baldwin, Lumsden Hare, Pierre Watkin, Fred Sherman; Dir - Ralph Murphy
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Unrelenting Sky; with Lew Ayres, Phyllis Avery, Willis Bouchey; Dir - Felix Feist
WALTER WINCHELL SHOW	NBC 8:30pm	Caterina Valente(S), others unavailable at press time
Crusader (Bryan Keith)	CBS 9pm	The Girl Across The Hall; with John Zaremba, Bill Erwin, Jeanne Cooper, Burt Mustin, Inger Stevens, Bob Rice
On Trial	NBC 9pm	The De Santre Affair; with Joan Fontaine, Eduard Franz, Geoffrey Toone, Robert Cornthwaite, Dayton Lummis, Mabel Taliaferro, Ramsey Hill, Byron Foulger, Richard Hale; Dir - Robert Florrey
The Vise (Donald Gray)	ABC 9:30pm	Holiday For Heatherton; with regulars & John Stuart, June Clyde (SW & SD)
Schlitz Playhouse	CBS 9:30pm	Always The Best Man (O) Willard H. Temple; (A) Muriel Roy Bolton; with Don Taylor, Adam Kennedy, Angie Dickinson, Greta Thyssen; Dir - Christian Nyby
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Don Hogan, Reporter: The Boston (Mass.) Post - Old Man Lost (O) Alvin Boretz; with Phillip Abbott, Edgar Stehli, Robert Goodier, Melville Ruick, David Clark
The Lineup (Tom Tully)	CBS 10pm	The Motorcycle Case (O) Lawrence Resner; with Paul Burns, Jean Innes, Parlie Bair, Tom Pittman, James Best, Glen Vernon, Gloria Saunders, Arthur Space, Laurette Luez, Shirley de Burgh, Brad Jackson, David Sacks, Richard Glyer; Dir - Harold Schuster

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 19 - FRIDAY OCTOBER 26

GARRY MOORE SHOW	CBS 10am	10/23 - The Florida Trio; 10/26 - Rudy Vallee, Earl Hall(C), Martha Davis and Spouse

NBC BANDSTAND	NBC 10:30am	Skinnay Ennis & Orch, Ralph Flanagan & Orch, Johnny Desmond(S)
NBC MATINEE THEATTE	NBC 3pm	10/22 - Man In Seven League Boots (O) Anthony Spinner 10/23 - Woman Across The Hall (O&A) Robert Wallsten 10/24 - And Then There Were Three (O) S.V.P. Rand 10/25 - One Of The Family - Kine repeat of 4/12/56 10/26 - I Like It Here (O) A.B. Shiffrin (orig scheduled 10/8)
MODERN ROMANCES (Martha Scott)	NBC 4:15pm	Benefit Performance (O) Elinor Lenz; with Margaret Phillips, Betty Johnson, Lee Bergere, Coe Norton
TONIGHT	NBC 11:30pm	10/22 - Jean Sheppard, Louis Jordan(M); 10/23 - Louis Jordan; 10/24 - Gunther Sprecher(M), Naomi Alah Leaf(D), Mort Freeman (S), Elisa Jayne(D); 10/25 - Jimmy Nelson(ventriloquist), Rosaria Moreles(S); 10/26 - Aline MacMahon, Paul Shyre

SATURDAY OCTOBER 27

Fury	NBC 11am	Trial By Jury; with regulars & Ray Montgomery, Pamela Beaird (SW & SD)
PERRY COMO SHOW	NBC 8pm	Brenda Lee(S-M), The Tokayers(teeter-board)
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & Ray Roberts, Isabel Randolph, Narda Onyx, Jimmy Fairfax
SATURDAY SPECTACULAR	NBC 9pm	Manhattan Tower (O) Gordon Jenkins; with Gordon Jenkins Helen O'Connell, Pete Marshall, Phil Harris, Cesar Romero, Edward Everett Horton, Tommy Farrell, Hans Conried, Ethel Waters, Ralph Brewster Singers; Dir - Boris Sagal
Hey, Jeannie!	CBS 9:30pm	with regulars & Hans Conried

SUNDAY OCTOBER 28

Captain Gallant	NBC 5:30pm	Fuzzy's Furlough; with regulars & Helmut Dantine
Telephone Time	CBS 6pm	Hatfield, The Rainmaker (O) Donald S. Sanford; with John Crawford, Susan Morrow; Dir - Erle Kenton
You Are There	CBS 6:30pm	Daniel Webster's Sacrifice To Save The Union; with Morris Ankrum, Ernestine Barrier, Richard Hale, Carl Benton Reid
77th Bengal Lancers	NBC 7pm	The Pawn; with regulars & Edward Ashley, Jan Arvan, Paul Playdon, Reginald Sheffield, Larry Johns, Lita Milan (SW & SD)
HALLMARK HALL OF FAME	NBC 7:30pm	Born Yesterday (O&A) Garson Kanin; with Mary Martin, Paul Douglas, Richard Taber, Arthur Hill, Otto Hulett, Larry Oliver, Laura Pierpont, Belle Flower, Bill Becker, Paul Kirk Giles, Audrey Erhardt, Milton Williams, Ned Wertimer; Dir - Garson Kanin
ED SULLIVAN SHOW	CBS 8pm	Elvis Presley(S), Robert Weede, Jo Sullivan, Susan Johnson, Shorty Long, Mona Paulee, Senor Wences(ventriloquist), Joyce Grenfell(C), The Little Gaelic Sisters(S), Unus(acrobat), Bas Sheva(S)
General Electric Theatre	CBS 9pm	Second Stranger (O) unavailable; (A) Maurice Valency; with Burl Ives, Alfred Ryder, Don Hammer, Thayer David, Bramwell Fletcher, Gerald Price, Pernell Roberts; Dir - Don Medford
GOODYEAR PLAYHOUSE	NBC 9pm	All Summer Long (O) Robert Anderson; with Raymond Massey, Malcolm Broderick, Katherine Squire, Sandra Church, Michael Strong, William Shattner; Dir - Daniel Petrie
Alfred Hitchcock	CBS 9:30pm	None Are So Blind (O) John Collier; (A) James Cavanagh; with Hurd Hatfield, Mildred Dunnock; Dir - Robert Stevens
Loretta Young Show	NBC 10pm	The Great Divide (O) Melissa Mather; (A) Gerry Day; with Miss Young, Lee Goodman, Evelynne Eaton, Renny McEvoy, Earl Robie, Charles Herbert; Dir - Richard Morris

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

OCTOBER 24, 1956

VOLUME 8 NUMBER 43 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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OCT 24 1956

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Nat "King" Cole's new 15-minute show over NBC, Mondays, 7:30-7:45pm EST, starting Nov 5, will originate from New York during November, while the star is appearing at the Copacabana, then originate from Hollywood until Cole has to leave for overseas engagements. A choral group of four men and a girl and a 16-piece orchestra will back the show. Jim Jordan, Jr., will produce and direct. "Nature Boy," Cole's biggest recording, will be the theme for the program.....Plans to originate Arthur Godfrey's shows from the Royal Agricultural Winter Fair at Toronto, Canada, during the week of Nov 12 have had to be cancelled due to lack of facilities and the expense of setting up the broadcasts. Godfrey will give his scheduled exhibitions of dressage on his Palomino stallion at the Fair, except for Nov 12 and 14 when he will be in New York for his evening TV programs.

WTVJ(Miami) is setting a pattern for a future telethon that may excite "local pride" movements in other sections of the country. The new plan is for a "Crusade for Children," to start at 8pm, Saturday, March 2 and run to 2pm, Sunday, March 3. The station which has conducted telethons for fund-raising agencies during the past six years, will contribute its entire facilities and air time during the 18-hour show, which will originate in the Miami Beach Auditorium. A board of trustees will have sole responsibility for allocating all funds raised in the telethon and all money raised must be spent in South Florida. The other strict requirement is that funds will be granted solely for aiding mentally and physically handicapped children, building youth character and for research and development of the U. of Miami Medical School. The new type telethon is not meant to replace the regular fund campaign of any established agency, nor will grants be made to any project already provided for in the operating budget of an agency. The grants will be assigned for special projects that would not otherwise be undertaken. All South Florida agencies which help children are eligible to apply for funds. Only those agencies which submit proof that contributions are tax-free will be eligible, and recipients will be required to submit audited reports later in the year showing that the money granted was spent as allocated. Actually, WTVJ is following, on a large scale, an example already set in Louisville, Ky., and several other cities.

Nat Perrin, who has been executive producer of the Red Skelton Show, has taken over as producer of the Herb Shriner Show.....Hal Raywin has moved in as new associate producer of Ray Bolger's Washington Square.....Bob Condon becomes a staff writer of the Walter Winchell Show late in November.

(MORE)

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Lee Cooley will produce a special telecast for ABC and Oldsmobile, Thursday, Nov 8, 8:30-9pm EST, which will introduce the 1957 Oldsmobiles. The half-hour 1957 Rocket Revue will have John Daly as host and Bill Hayes as the singing m.c. The special variety show will be backed by Archie Bleyer's orchestra and will originate in New York.....Oldsmobile has also officially confirmed that it will sponsor the telecast of the annual Academy Awards presentations on Wednesday, March 27, 10:30pm-12:15am EST, over NBC. The net has exclusive TV rights to the "Oscar" ceremonies until 1961.....Nanette Fabray will portray "Alice in Wonderland" and be queen of Bamberger's Thanksgiving Eve Parade of Light, to be telecast from Newark on Wednesday, November 21, 7-7:30pm EST over ABC, sponsored by General Electric's Housewares and Radio Receivers Division. John Daly will describe the pageant, which will also have William Bendix as "Merry Maharajah," counterpart to Fabray's role.

Philip G. Lasky, manager of KPIX(San Francisco) blasted the advertising used in San Francisco in connection with test re-runs in movie houses of motion pictures already seen on television in that city. He deplored "the foul-ball method of promoting the stunt by depreciating television," and took particular exception to the local advertising for "Intermezzo," a Selznick picture in the test, which was advertised with the line: "Yes, it was shown on TV...incompletely". Lasky said that the film, which played over KPIX on Sept 9, was shown for its full 70 minutes running time, because KPIX's license for the use of Selznick pictures (distributed for TV by National Telefilm Associates) does not permit the TV user to edit the films.

Richard A. R. Pinkham, NBC v.p., told a convention of the Assn of National Advertisers, meeting in Chicago yesterday (23), that advertisers will be investing $150 million a year in network color programs by 1957 and $600 million by 1960..... ...Ray Stark, who resigned as a v.p. of Famous Artists Corp, has been named v.p. of the West Coast division of PRM, Inc., and executive in charge of production for Associated Artists Productions. The combined companies are setting up a new division that will "finance, develop, create and package motion picture, television and theatrical enterprises, as well as finance any and all elements concerned in the entertainment field." PRM owns the Warner Brothers library of films and shorts..... Screen Gems, Inc., has established a special financing fund of $2,500,000 for new independent packages by outside producers. Packages must have either "star names or a powerful idea".....Helen O'Connell joins NBC's Today on Dec 3, with singing listed only as an occasional chore. She will function mainly as an editor, ad lib conversationalist and fashion authority, filling the position of Dave Garroway's feminine partner.

NBC's next feature in its Project 20 series will be "The Jazz Age," to be shown on Thursday, Dec 6, 10-11pm EST. The late Fred Allen will be heard as narrator, his last major undertaking. The show replaces "Call to Freedom," another Project 20 program, which will be re-scheduled.....TPA will start production in Hollywood on Nov 15 on the first of a series of 39 films of The New Adventures of Charlie Chan, starring J. Carrol Naish in the title role. Leon Fromkess is exec producer.....Herbert J. Leder has been named story editor for Guild Films' programs, assuming supervision of scripts for Captain David Grief, currently in production, and the planned N. Y. Police series, based on cases of former Chief Inspector Conrad Rothengast.....Walt Disney will release his new "Johnny Tremain" feature film to the movies first, instead of showing it in two parts on Disneyland as originally planned. It appears that there's only one "Davy Crockett" and the investment in the new Revolutionary War story is too big to take a chance on TV taking the edge off the theatrical release.

The Radio and Television Directors Guild has charged that NBC violated its contract with the Guild because it gave credit to William Wyler as director of "The Letter," presented on Producers Showcase on October 15, with Kirk Browning listed as having "directed for television". The Guild said that its contract with NBC states that a director's credit must have no qualifying or descriptive language. (That's

the reason some shows will have one person credited as "staged by" and another as a director). The Guild said that the air credit as director should have gone to Kirk Browning. The most interesting sidelight of the dispute comes out of an interview Clark Gable gave to Marie Torre of the N. Y. Herald Tribune. Among various opinions Mr. Gable has of the movies and television he was quoted as saying: "I see some fine things on TV, but not many. I enjoyed enormously William Wyler's production of 'The Letter' the other night. Now if TV developed high-caliber talents -- directors, producers, writers -- I wouldn't be averse to an occasional appearance on TV. But how many Wylers are there, and how many are willing to work in television?" Without detracting from Wyler's part in staging and directing "The Letter," it might be pointed out that Kirk Browning, who is regular director of NBC Opera Theatre, started in TV as a floor manager for NBC in 1949. Without belaboring the point too much it might be pointed out that some prominent movie directors have been failures in television, while others, who put movie work behind them and plunged fully into television, have been very successful, in some cases resurrecting careers that seemed ended when the movie business went on a poverty production schedule a few years ago. TV doesn't have to apologize either for its home-grown or "naturalized" top name producers, directors or writers in matching them against the good movie or stage people.

KTLA(LA), which long prided itself on pushing Lawrence Welk to TV prominence, has cancelled its one-hour Bandstand Revue, another of its long-time band programs, because the costs have become too high for a local show. All the talent which appeared on the show will work out their contracts by guesting on other KTLA shows, including band leader Leighton Noble, singers Anita Gordon, Rush Adams, the McDonald Sisters and Francis Irvin, and the dancing Mercer Brothers.....Briskin Productions (at Screen Gems) will start production on the pilot of Here Comes the Showboat in November. The projected series was originally announced as Captain Charley's Showboat. Alan Case will be one of the two male stars in the pilot.

AGENCIES AND ACCOUNTS: Reddi-Wip, Inc., named D'Arcy Advertising Co(St. Louis) to handle its advertising, effective Dec 1.

PEOPLE GOING PLACES: Arthur Holch has joined Arthur Lodge Productions, Inc., as a writer and director, assigned to the weekly industrial series, Industry on Parade. He had been with NBC TV News.....Oliver Treyz appointed head of the ABC TV Network, with John H. Mitchell named special assistant to the president, American Broadcasting-Paramount Theatres, Inc.....Augie Cavallaro upped to executive asst to Ted Cott, v.p. and general mgr., DuMont Broadcasting Corp. He replaces Lew Arnold, recently named general manager of KTLA(LA).....Robert Rose named production director of Robert Lawrence Productions(Canada) Ltd. in Toronto.....John O'Keefe upped to director of publicity, WRCA-TV, WRCA(NY).....Ray J. Mauer appointed asst creative director of Geyer Advertising, Inc(NY). He had been director of the radio-TV dept. Lee A. Emmerich upped to the new post of television-radio production mgr..... ...Paul Louis, v.p. in charge of radio and television, D'Arcy Advertising Co(NY), has left to form his own company as a consultant to radio and TV advertisers, retaining the agency as a client. Frank Ott, v.p., business manager of the radio-TV dept., assumes Mr. Louis' title and responsibilities.

Frank Burke, 61, editor of Radio-Television Daily since 1943, died in New York on Oct 15.

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(29)

NBC- 7:45-8pm EST, Mon thru Fri; DEBUT - NBC News - LIVE from WRCA-TV(NY), cut-ins from WRC-TV(Wash), approx 80 stations live, 8 quick kine. § Sponsors- Mon- Studebaker Div, Studebaker-Packard Corp thru Benton & Bowles, Inc; Tue- Remington Rand Div, Sperry-Rand Corp thru Compton Advertising, Inc.; Wed- Time, Inc., thru Young & Rubicam, Inc., alternately with Miles Laboratories thru Geoffrey Wade Advertising; Thu- Sustaining; Fri- Miles Labs. § Pkgr- NBC News (NY); Prod- Reuven Frank; Superv- Joseph O. Meyers. § Chet Huntley, reporting from New York, and David Brinkley, reporting from Washington, are co-editors of this news program. The program replaces News Caravan with John Cameron Swayze (last show Oct 26).

Thursday(Nov 1)

CBS- 8:30-9:30pm EST, every 4th Thu; RETURN - Shower of Stars - LIVE (COLOR) from KNXT(LA), 147 stations live, 18 kine. § Sponsor- Chrysler Corp (All Divisions) thru McCann-Erickson, Inc(NY); Acct Exec- Robert Widener. § Pkgr- CBS-TV(LA); Prod & Dir- Ralph Levy; Assoc Prod & Dir- John F. Meyers; Asst to Prod- Jack Langdon; Music Superv- Lud Gluskin; Music Dir- Lyn Murray; Art Dir- Robert Tyler Lee; Costumes- George Whittaker; Choreog- Miriam Nelson; Writers- Hugh Wedlock, Howard Snyder (for Jack Benny shows); Hosts & Anncrs- Bill Lundigan with Mary Costa; Comm Anncrs- Lundigan, Costa and Art Gilmore. § Musical variety show returns for its third season, presenting Jack Benny as the star of five shows during the season. The program is a companion production of Climax!, which returns to its regular three-times monthly presentations of dramas, having been seen weekly during the summer vacation period of Shower of Stars.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm NYT) Nov 3 (9-11pm, one time); "Wizard of Oz," first TV showing of the M-G-M motion picture released in 1939.

NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Du Pont Theater (Tue, 9:30-10pm NYT) New title, effective Oct 30; changed from Du Pont Cavalcade Theater, the title since Sept 13, 1955.

OTHER NET CHANGES(More)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

ABC- Press Conference; NET DEBUT Oct 28; Sun, 8:30-9pm EST; LIVE from WMAL-TV(Wash), approx 70 stations live. § Sponsor- Corn Products Refining Co (Institutional, plus mentions of all products) thru C. L. Miller Co., Inc(NY); v.p. in charge- W. F. Mueller; TV Acct Rep- C. Duncan Rogers; Comm Anncr- Matthew Warren. § Pkgr- Rountree Productions, Inc(Wash); Exec Prod- Bob Novak; Prods- Martha Rountree, Oliver Presbrey; Dir- Victor Guidice. § Martha Rountree is "press chairman," moderator for a panel of 12 prominent Washington newsmen who question an important figure in the news each week, using the procedures of an "open floor" Washington press conference. The program originally debuted over NBC on July 4, 1956, with its last NBC show on Sept 26. In its new ABC spot the program replaces It's Polka Time, which moves to Tue, 10-10:30pm EST, effective Oct 30. It's Polka Time is now produced and directed by Grover J. Allen. (See page 96).

NBC- Foreign Policy Address by Secretary of State Dulles; SPECIAL Oct 27; Sat, 11:30 pm-12midnight EDT; LIVE from WFAA-TV(Dallas), to the net. Secretary of State John Foster Dulles speaks on U. S. foreign policy in the Middle East, from the campus of Southern Methodist University, under the auspices of the Dallas Council on World Affairs.

ALL NETS- Ed Note: During the several weeks before the Nov 6 election, many programs are being preempted for paid political broadcasts by candidates and spokesmen of both major parties. Most of the preemptions, when such information is available from the respective networks in time for publication, are listed in the Talent Showsheet section of the Weekly Report following the titles of the regular programs preempted.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) New York - Mike Wallace's Nightbeat; DEBUT Oct 9; Tue thru Fri, 11pm-12midnight NYT. Participations. Pkgr- WABD; Prod- Ted Yates, Jr. Mike Wallace conducts a nightly "news-in-depth" interview with a prominent person or persons, asking questions about topical subjects the persons are connected with. Occasionally, programs deal with organizations or local problems, with a group of people discussing the subject, led by questions from Wallace.

WCBS-TV(Ch 2) New York - Vincent Lopez; DEBUT Oct 13; Sat, 6:15-7pm NYT. Sustaining. Pkgr- WCBS-TV; Exec Prod- Hal Hough; Prod- Dan Gallagher; Dir- Ned Cramer. Vincent Lopez, his orchestra and vocalists, present an all-music show, featuring Judy Lynn, Teddy Norman and Johnny Messner as vocalists and Lopez on the piano for intrumental solos, with other instrumental solos by members of the band.

WRCA-TV(Ch 4) New York - News and Views - Pearson; DEBUT Oct 28, Sun, 1-1:15pm EST. Sustaining. Pkgr- WRCA-TV; Exec Prod- William Berns; Prod- Al Perlmutter. Leon Pearson presents late news, commentary on the news of the week and critical talk about books, magazines and the theater.

KTLA(Ch 5) Los Angeles - Stairway to Stardom; STATION CHANGE Oct 29; Mon, 7:30-8pm PST. Sponsor- Riviera Manufacturing Co (Convertible Sofas) thru George Patton Advertising. Pkgr & Prod- Wally Sherwin. New talent acts, variety performers who come up to a professional standard, perform before a panel of theatrical personalities who give advice to the acts. The program had previously been seen on KTTV.

KTTV(Ch 11) Los Angeles - Paul Coates - Unit One; DEBUT Oct 24; Wed, 9-9:30pm PST. Sustaining. Production info unavailable. Paul Coates is stationed in "Unit One" as other KTTV mobile units move through various places in Southern California, searching out the unusual, the off-beat and the interesting, with Coates reporting and interviewing the people and the scenes thru the unit links.

TALENT SHOWSHEET OCTOBER 26 - NOVEMBER 4

Most of the shows on October 26, 27, 28 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 2. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY OCTOBER 26

WALTER WINCHELL	NBC 8:30pm	Add: Beatrice Lillie, Barry Sullivan, Lisa Kirk(S), Jim Lowe(S) Kill: Caterina Valente

SATURDAY OCTOBER 27

JACKIE GLEASON	CBS 8pm	with regulars & Louis Bellson(M)
PERRY COMO SHOW	NBC 8pm	Kill: The Tokayers; Add: Frankie Laine(S), Sheree North, Robert Lamouret(C-ventril)
SATURDAY SPECTACULAR	NBC 9pm	Add (to cast): Richard Kean, Cherrio Meredith, Eddie Parks, Dick Ryan, Frank Marlowe, Ralph Sanford, Cyril Delavanti, Rennie McEvoy, Steve Carruthers, Glenn Turnbull, Bob Stevens, Sylvia Bernstein

SUNDAY OCTOBER 28

LAMP UNTO MY FEET	CBS 10am	Page From a Family Album - (O) Milton Wayne; with Beatrice Straight, Erin O'Brien-Moore, Douglas Watson, Loren Tindall
LOOK UP AND LIVE	CBS 10:30am	Re-run of 11/13/55
CAMERA THREE	CBS 11:30am	The Course of Love; with Marais & Miranda(S); (SW&SD)
OMNIBUS	ABC 9pm	My Heart's in the Highlands - (O) William Saroyan; with Everett Sloane, James Daly, Dickie Olsen, David Stewart, Charles Saari, Eda Heinemann, John McGovern; Dir - Charles Dubin; Horsemanship (live sports feature) with Bud Palmer(narr), William Steinkraus(Capt, US Olympic Equestrian team); The Silent World (film segments)

MONDAY OCTOBER 29

Sheriff of Cochise	WABD 7:30pm	The Human Bomb; with regulars & Hugh Sanders, Patrick O'Moore
Danny Thomas Show	ABC 8pm	Den Mother; with regulars & Rita Lynn, Shirley Mitchell, Evelyn Scott, Madge Meredith; (SW&SD)
Burns & Allen Show	CBS 8pm	with regulars & Doris Packer, Bobby Ellis
Adventures of Sir Lancelot	NBC 8pm	Winged Victory; with regulars & Douglas Argent, Nigel Green
VOICE OF FIRESTONE	ABC 8:30pm	Preempted by Democratic National Committee
TALENT SOOUTS	CBS 8:30pm	Victoria Mongardi(S), Gwendolyn Walters(S)
STANLEY (Buddy Hackett)	NBC 8:30pm	with Hackett & Burt Berger, Reedy Talton, Frederic Tozere, William Whitman.
I Love Lucy	CBS 9pm	with regulars & Jay Novello
December Bride	CBS 9:30pm	House on Blocks; with regulars & Jack Rice, Lillian Pulner, George Meader, Sandra Gould, Lennie Bremen, James Flavin, Edward Brophy, Barney Phillips; (SW&SD)
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Joseph Vito(M)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	One Bright Day - (O) Sigmund Miller; (A) Doria Folliott; with Sidney Blackmer, Norma Moore, Robert Webber, House Jameson, Katherine Anderson Fricke, Frank Schofield, Humphrey Davis, Ian Martin, Charles Aidman, Grace Raynor, Ben Yaffe, Rudolph Weiss

TALENT SHOWSHEET(more)

MONDAY OCTOBER 29

STUDIO ONE	CBS 10pm	American Primitive - (O) Dale Wasserman, Ernest Pascal; with Lloyd Bridges, Cameron Prud'homme, Joanne Linville, Arch Johnson, Robert Dowdell, Wyrlie Birch, Rita Lloyd, Griff Evans, Lone Bear, Arthur Junaleska, Alfred Hinckley; (SD) Karl Genus
Douglas Fairbanks Presents	WRCA 10:30pm	One Can't Help Feeling Sorry; with Fairbanks, Rolf Von Nauckhoff, Lois Maxwell

TUESDAY OCTOBER 30

Conflict	ABC 7:30pm	Captain Without a Country - (O) Charles Bennett, Steve Fisher; with Jacques Sernas, Inger Stevens, Rex Evans, Roy Dean, Lester Matthews, Tudor Owen, Anthony Eustrel, Leonard Mudie, Donald Lawton, Alex Finlayson; Dir - Roy Del Ruth
Jonathan Winters	NBC 7:30pm	The Chordettes(S)
Phil Silvers Show	CBS 8pm	with regulars & David White, Jack Naughton, Sonny Sparks, Kenny LeRoy, Richard Wagner, John Giroux, Frank Tweddle
Life & Legend of Wyatt Earp	ABC 8:30pm	The Reformation of Jim Kelley; with regulars & Charles Fredericks, Margaret Hayes; (SW&SD)
Noah's Ark	NBC 8:30pm	Friendly Lion; with regulars & Lyn Thomas
Broken Arrow	ABC 9pm	(O) Elliott Arnold; (A) Jan Leman, Ted Thomas; with regulars & Henry Brandon, Peppe Hern, Chris Alcaide, Pedro Regas, Anna Navarro, Ward Wood; Dir - John English
HERB SHRINER	CBS 9pm	Dorothy Lamour
Jane Wyman Show	NBC 9pm	Between Jobs; with Ralph Meeker, Neville Brand
RED SKELTON SHOW	CBS 9:30pm	Sally Forrest(D)
DuPont Theatre	ABC 9:30pm	Date With a Stranger - (O) Frederic Brady; with Judith Braun, Arthur Franz, Madge Blake, Jess Kirkpatrick, Frank Scannell, Will J. White, Russell Thorson, Jacqueline Holt, James Knight, Edna Holland; Dir - Anton Leader
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Flareup - (O) Sheldon Stark; with Lorne Green, Biff McGuire, Alexander Scourby, Laurel Shelby

WEDNESDAY OCTOBER 31

Sky King	WABC 6pm	The Silver Grave - (O) Burt Sims; with regulars & Baynes Barrow. Effie Laird, Ewing Mitchell, Norman Ollstead, Sam Flint, Stan Jolley
Death Valley Days	WRCA 7pm	Emperor Norton; with Parker Garvie, Pat O'Hara, Mauritz Hugo, James Yagi, Charles Heard, Michael Barrett, Sam Flint, George Milan, Leonard Penn, Kenneth Drake, Alma Murphy, Jack Finch, Larry Johns, Vincent G. Perry, George DeNormand
Adventures of Hiram Holliday	NBC 8pm	(O)Joel Rapp, Richard M. Powell, Phil Rapp; with regulars & Sebastian Cabot, Maria De Rosa, Fred Cavens, Mark Dana, Murvyn Vye, Stella Lynn,
Navy Log	ABC 8:30pm	A Day for the Stingray; with Russ Conway, Wally Richards, Paul Bryar, William Phillips, Britt Lomond
Father Knows Best	NBC 8:30pm	Bud, The Millionaire; with regulars & Anthony Sydes, Paul Wallace, Robert Malcolm; (SW&SD)
The Millionaire	CBS 9pm	The Story of Joey Diamond; with Vic Morrow, Judith Eraun, John Vick, Aaron Spelling, Tom McLaughlin, Russ Conway, Douglas Fowley, Alan Reynolds
KRAFT TV THEATRE	NBC 9pm	Hit and Run - (O)Gertrude Schweitzer; (A) unavailable; with Burt Brinckerhoff, Louise Platt, Conrad Nagel, Frank Overton, Jimmy Gavin, Chris Snell; Dir - William Graham

WEDNESDAY OCTOBER 31

Ford Theatre	ABC 9:30pm	Black Jim Hawk - (O) Russell S. Hughes; with John Derek, Marcia Henderson, George Keymas, Donald Randolph, Chris Alcaide, Sydney Mason, Paul Peterson; Dir - Arthur Hiller
20th Century-Fox Hour	CBS 10pm	The Money Maker - (O) St. Clair McKelway (based on screenplay by Robert Riskin); (A) Charles O'Neal; with Robert Sterling, Terry Moore, Spring Byington, James Rusty Lane, Judson Pratt, Ainslie Pryor, Will Wright, Irene Seidner, James Burke, Albert Carrier, Mario Siletti, Rachel Stephens, Carleton Young, Marilyn Hare; Dir - Jerry Thorpe

THURSDAY NOVEMBER 1

Guy Lombardo	WRCA 7pm	Ving Merlin(S)
Sergeant Preston	CBS 7:30pm	with regulars & Leo Curley, Pierce Lyden
CIRCUS TIME	ABC 8pm	The Whirlwinds (roller skating); Ross Harvey (D), Vic Hyde (novelty M-C)
Bob Cummings Show	CBS 8pm	The Boston Mother Returns; with regulars & Doris Packer, Dave Willock, Mary Castle
Stage 7	WABD 8pm	Prairie Dog Court; with Lloyd Bridges, Nan Leslie, John Doucette, James Griffith;(also seen Mon, WPIX 8pm).
SHOWER OF STARS	CBS 8:30pm	(O) Hugh Wedlock, Howard Snyder; with Jack Benny (C), Nanette Fabray (S), Bob Crosby (S), Johnnie Ray (S), Mary Costa (S)
Wire Service (George Brent)	ABC 9pm	The Night of August Seventh - (O) Al C. Ward; with George Brent, Paul Richards, Malcolm Attervury, Lee Van Cleef, Virginia Gregg; Dir - Alvin Ganzer
The People's Choice	NBC 9pm	Ribs; with regulars & Elizabeth Patterson, Wilson Wood, Rodney Bell, Robert W. Williams; (SW&SD)
Playhouse 90	CBS 9:30pm	The Country Husband - (O) John Cheever; (A) Paul Monash; with Frank Lovejoy, Barbara Hale, Felicia Farr, Kerwin Matthews, Herbert Rudley, John Zaremba, Hugh Sanders, Jeanne Cooper, Arthur Hanson, S. John Launer; Dir - James Neilson
THE FORD SHOW	NBC 9:30pm	Preempted by Republican National Committee
OZARK JUBILEE (Red Foley)	ABC 10pm	Chet Atkins (M), Rex Allen (S), Bill Hart (ventril); (SD)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	You Can't Escape Forever - (O)Roy Chanslor; (screenplay by Fred Niblo Jr, Hector Chevigny); (A) Ed James; with Don De Fore, Virginia Grey, Dan Tobin; (SD)

FRIDAY NOVEMBER 2

Adventures of Rin-Tin-Tin	ABC 7:30pm	Boone's Grandpappy; with regulars & Rand Brooks, Joe Sawyer, Chief Yowlachie; (SD)
Adventures of Jim Bowie	ABC 8pm	The Ghost of Jean Battoo; with regulars & Ann Codee, Jone Conley, Kem Dibbs
Life of Riley	NBC 8pm	Juvenile Delinquent; with regulars & Douglas Dumbrille, Walter Barnes; (SW&SD)
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Lariat - (O) Aaron Spelling; (A) Harold Shumate; with Jack Palance, Constance Ford, Addison Richards; Dir - Felix Feist
WALTER WINCHELL SHOW	NBC 8:30pm	Rowan & Martin (C), Caterina Valente (S); others not available at press time.
Crusader (Brian Keith)	CBS 9pm	The Healer - (O) Ed Adamson; with Arthur Space, Penny Santon, Cindy Kalm, Jeanette Nolan, John Stephenson, Claude Akins, Harvey Stephens, Ed Reimers
CHEVY SHOW	NBC 9pm	Dinah Shore(S), Betty Grable, Hildegarde(S), Jaye P. Morgan(S) Hal March

FRIDAY NOVEMBER 2

The Vise	ABC 9:30pm	Receipt for Murder; with regulars & Jennifer Jayne, Bill Fraser, Denis Shaw, Derick Prentice
Schlitz Playhouse	CBS 9:30pm	Preempted by Republican National Committee
The Lineup (Tom Tully)	CBS 10pm	The Julius Caesar Case - (O) Leonard Lee; with regulars & Terry Becker, Paul Burns, Tom Dillon, Myra Dell, Billy Bletcher, Mira McKinney, Joe Duval, Hank Patterson, Leon Forbes, Tommy Harris (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 26 - FRIDAY NOVEMBER 2

GOOD MORNING WITH WILL ROGERS,JR	CBS 7am	10/29 - Alec Waugh; Henny Youngman(C); 10/30 - Robert Clary(S); 10/31 - Russ Morgan(M); 11/1 - Basil Rathbone; Senator Ford(C); 11/2 - Arthur Schwartz(song writer); Art Lund(S); Frank Fontaine (C)
GARRY MOORE SHOW	CBS 10am	10/29 - Billy Gilbert, Eli Mintz; 11/2 - Johnny Haymer(C); Martha Davis & Spouse
NBC BANDSTAND	NBC 10:30am	Shep Fields' Orch; Jackie Austin(S), Bob Podell(S)
NBC MATINEE THEATRE	NBC 3pm	10/29 - Shake the Stars Down - (O) Pamela Frankau; (A) Gail Ingram; 10/30 - Horsepower - (O) Mona Kent, Alfred Ryder; with Dean Stockwell; (B&W only); 10/31 - Without Sanction - (O) Kans Kades; (A) Ted Apstein; 11/1 - George Has a Birthday - (filmed repeat of 6/11/56; B&W only); 11/2 - The Outing - (O) Arnold Rabin; with Ann Doran, Tommy Kirk, Robert Karnes; (on film)
MODERN ROMANCES	NBC 4:45pm	For Goodness Sake - (O) Elinor Lenz; with June Dayton, Stuart McIntosh, William Redfield, William Mason
TONIGHT	NBC 11:30pm	10/29 - Lord Burgess(S) & his pennywhistle band; Maureen Arthur (S); Peter Hanley(S); 10/30 - Dorothy Donegan(M), Maureen Arthur (S), Peter Hanley(S); 10/31 - "Theodore"(C); 11/1 - Charles Manna(C); 11/2 - Errol Garner & his trio

SATURDAY NOVEMBER 3

The Buccaneers	CBS 7:30pm	The Slave Ship - (O) John Cousins; with regulars; Dir - Terry Bishop
PERRY COMO SHOW	NBC 8pm	Nat"King"Cole(S), George DeWitt(C)
Ford Star Jubilee	CBS 9pm	Wizard of Oz - MGM film, 1939, starring Judy Garland
GEORGE GOBEL SHOW	NBC 10pm	Marguerite Piazza(S)

SUNDAY NOVEMBER 4

Wild Bill Hickok	CBS 12:30pm	Trapper Story; with regulars & Kristine Miller, Hal Gerard, James Bell, Jack Reynolds
Telephone Time	CBS 6pm	She Also Ran - (O) John Nesbitt; (A) David Evans; with Laura La Plante, Aileen Pringle, Susan Luckey, Theodore Von Eltz
You Are There	CBS 6:30pm	Susan B. Anthony is Tried for Voting - repeat of 8/14/55
77th Bengal Lancers	NBC 7pm	The Hostage - (O) Patrick Whyte; with regulars & Kathleen Crowley, Brett Halsey, Norman Fredric, Frank de Kova, Ted Hecht; Dir-Robert G. Walker
Jack Benny Program	CBS 7:30pm	Ronald and Benita Colman; (SW&SD)
Circus Boy	NBC 7:30pm	Casey Rides Again - (O) Lee Erwin; with regulars & Guinn Williams, Ralph Moody; (SD)
ED SULLIVAN SHOW	THS 8pm	Maurice Evans (in live scene from The Apple Cart); Nelson Eddy(S), Patti Page(S), Richiardi(illusionist), Henri Salvador(S-C),Elliot Reed(C), The Torianis(jugglers); (SW&SD)

SUNDAY NOVEMBER 4

STEVE ALLEN SHOW	NBC 8pm	Douglas Fairbanks,Jr; Alfred Drake, Erin O'Brien(S), T.C. Jones(impersonator); Jim Henson & his Muppets(puppeteers); Les Brown & his band
General Electric Theatre	CBS 9pm	The Rider of the Pale Horse; with Marge & Gower Champion; other credits unavailable at press time.
ALCOA HOUR	NBC 9pm	Morning at Seven - (O) Paul Osborne; (A) Robert Wallsten; with Lillian Gish, Dorothy Gish, June Lockhart, Evelyn Varden, Dorothy Stickney, David Wayne, Harold Vermilyea, Wallace Rooney, Paul Huber
Alfred Hitchcock Presents	CBS 9:30pm	Toby - (O) Joseph Bates Smith; (A) Victor Wolfson; with George Mathews, Mary Wickes, Ellen Corby, Penny Santon; Dir - Robert Stevens
Loretta Young Socw	NBC 10pm	Take Care of My Child - (O) Mary Jane Waldo; (A) Lowell S. Hawley; with Betty Field, Beverly Washburn, Hugh Beaumont, John Doucette; Dir - John Newland

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The 41st National Automobile Show, and the first since 1940, will be televised by CBS, in a one-hour program on Sunday, Dec 9, 5-6pm EST, from the New York Coliseum, under the sponsorship of Reynolds Metals Co. The program will mark the first time the show has been telecast, naturally, and for the first time, all the nation's major auto producers will have their cars on one show. The program will be produced by CBS Public Affairs, with Paul Levitan as producer and Jack Kuney as associate producer. Using a news format, the show will feature CBS News correspondents Charles Collingwood, Douglas Edwards, Ron Cochran and Dallas Townsend, who will roam the floors of the Coliseum describing the cars and their accessories.

The impact of the M-G-M motion pictures on KTTV(LA) in capturing a major part of the viewing audience (now being debated), has apparently convinced Phillip Morris that KTTV has a good thing going, because the cigarette firm has signed to co-sponsor the station's Wednesday evening showings of 20th Century Fox Theatre, starting Nov 7 at 7pm. Savon Drug Stores will pick up the rest of the tab. Dick Powell, one of the owners of Four Star Films, who only a few weeks ago was concerned about the impact of the feature films on the independent film producers, recently rapped the "numbers game" in judging programs. According to a Daily Variety story last week, Powell first questioned the Trendex rating system since Los Angeles, third largest city in the country, isn't included in the 15-city report. Then he went after the projections used in the ARB totals for the first showing of Colgate Theatre over KTTV. He questioned totals of over 3,000,000 people supposed to be watching television in LA during a peak viewing period if one considers the number of people who do not watch television and the numbers who are obviously out shopping and enjoying outside evening activities. He figured that the TV ratings for the first M-G-M show seem to be greatly exaggerated. Other coast sources wonder why subsequent film ratings have been soft-pedaled. An important side note: The 20th Century-Fox Hour is seen in LA over KNXT every other Wednesday, 7-8pm PST, which means that the movie company's new TV film product will be competing with its old films starting Nov 14 and every other week after that.

Jim Bannon will play the title role in Flying A Productions new Red Ryder film series for CBS.....With Charles Marquis Warren also prepping Cavalry Patrol for CBS, that net will soon be the most Western of all as far as half-hour film series are concerned, if the trend keeps up. CBS currently has seven Western-theme half-hour series; ABC has five half-hour and one alternate week one-hour Western, and NBC has one half-hour and one one-hour Western film program weekly.

(MORE)

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An additional trend indicated in CBS program planning is that big spectaculars will not be programmed unless a sponsor comes forward for them. The rumbles over the Ford Star Jubilee reportedly have provided ammunition for program chiefs who believe in attracting regular viewers to set time periods. The specs also cause trouble in currently stage-tight Television City.....With a weekly showcase like Playhouse 90, CBS sets its properties and staging requirements. If the weekly hour and a-half drama series does everything CBS expects of it in attracting and holding a consistent audience, it could presage new plans for next season's programming on all nets. NBC may be faced with the fact that its separate special programs, on different days at different times during a month, have to attract a one-time audience each time through intensive pre-selling, whereas if the same period each week is filled with a special show, it might be possible to establish a consistent base viewing habit, with highs set for particular attractions that happen to catch the public fancy.

Gordon Jenkins will direct the 16-piece orchestra backing Nat "King" Cole on his new 15-minute NBC show starting Monday.....Joan Greenwood will star with Maurice Evans in the Nov 25 Hallmark production of Shaw's "Man and Superman" over NBC..... Earl Booth is now script editor at Unit Four Productions for Kaiser Aluminum Hour.... ...The much-waited director's credit on NBC's "Born Yesterday" came through as "by Garson Kanin in association with Hal Gerson," which could be the future answer to the problem of multiple director credits on complex shows transferred to TV where the original author or producer or director is involved in the TV adaptation.....The Most Beautiful Girl in the World now has ex-Omnibus associate producer Paul Feigay as producer with a tentative Nov 19 starting date. Other staff appointments are not available at present.....Topper still refuses to give up its ectoplasmic NBC network ghost. It returns to the Sunday, 5-5:30pm spot on NBC next Sunday to fill that bothersome half-hour after Washington Square, and may stick around for awhile on an every-other-week basis.....Medic seems to be another case of "physician heal thyself," since the show that NBC didn't renew is still filling in the Monday, 9-9:30 pm spot with re-runs, until The Most Beautiful Girl is ready.

AGENCIES AND ACCOUNTS: Colgate-Palmolive Co named Ted Bates & Co., Inc(NY), to handle Fab and Palmolive Rapid Shave, effective Jan 1.

PEOPLE GOING PLACES: John H. Secondari named chief of the Washington bureau of ABC News, replacing Bryson Rash who is joining the NBC network.....James Anderson named general manager of WTTG(Wash).....Richard A. R. Pinkham appointed v.p. in charge of advertising for National Broadcasting Co.....NBC signed an agreement with Sheldon Reynolds calling for his personal services and the facilities of Sheldon Reynolds Corp. in the development of filmed properties for the NBC net.

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